

EXHIBIT C
(Part 1 of 4)

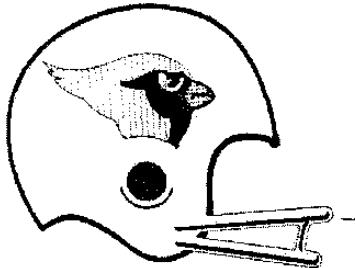
Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office
Renewal

Reg. No. 870,653
Registered June 3, 1969
OG Date July 4, 1989

SERVICE MARK
PRINCIPAL REGISTER



B & B HOLDINGS, INC. (ARIZONA CORPORATION)
51 WEST THIRD ST., SUITE 500
TEMPE, AZ 85281, DBA PHOENIX CARDINALS, ASSIGNEE OF CHICAGO CARDINALS FOOTBALL CLUB (ILLINOIS CORPORATION), DBA ST. LOUIS FOOTBALL CARDINALS, ST. LOUIS, MO

THE FOOTBALL HELMET IS DISCLAIMED APART FROM THE MARK AS A WHOLE

THE DRAWING IS LINED FOR THE COLORS RED AND YELLOW.

FOR: ENTERTAINMENT SERVICES—
NAMELY, FOOTBALL EXHIBITIONS
RENDERED LIVE IN STADIA AND
THROUGH THE MEDIA OF RADIO
AND TELEVISION BROADCASTS, IN
CLASS 107 (INT. CL. 41).

FIRST USE 0-0-1960; IN COMMERCE
0-0-1960.

SER. NO. 302,554, FILED 7-12-1968.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on July 4, 1989.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,209,145

Registered Sep. 14, 1982

SERVICE MARK
Principal Register

CARDINALS

St. Louis Football Cardinals, Inc. (Missouri
corporation)
200 Stadium Plz.
St. Louis, Mo. 63102

For: ENTERTAINMENT SERVICES RENDERED IN THE FORM OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, in CLASS 41 (U.S. Cl. 107).

First use Mar. 13, 1960; in commerce Mar. 13, 1960.

Ser. No. 333,251, filed Oct. 19, 1981.

R. M. FEELEY, Primary Examiner

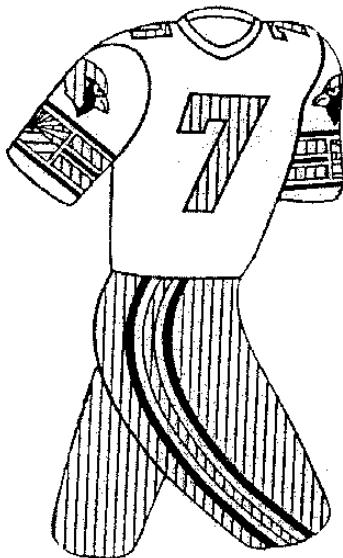
PETER T. GELISSEN, Examiner

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office Reg. No. 1,674,588
Registered Feb. 4, 1992

**SERVICE MARK
PRINCIPAL REGISTER**



B & B HOLDINGS, INC. (ARIZONA CORPORATION), DBA PHOENIX CARDINALS
51 WEST THIRD STREET, SUITE 500
TEMPE, AZ 85281

FOR: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, IN CLASS 41 (U.S.
CL. 107).

FIRST USE 8-0-1989; IN COMMERCE
8-0-1989.

OWNER OF U.S. REG. NOS. 1,224,593 AND
1,228,995.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "7", APART FROM THE MARK
AS SHOWN.

THE DRAWING IS LINED FOR THE
COLORS RED AND BLUE.

THE DRAWING IS A TWO-DIMENSIONAL
REPRESENTATION OF THE MARK, WHICH
CONSISTS OF THE DESIGN ELEMENTS AND
COLOR COMBINATIONS APPEARING ON A
THREE-DIMENSIONAL FOOTBALL UNIFORM
WORN BY PLAYERS IN GAMES AND EXHIBI-
TIONS.

SER. NO. 74-121,636, FILED 12-7-1990.

JESSIE B. WARMAN, EXAMINING ATTORNEY

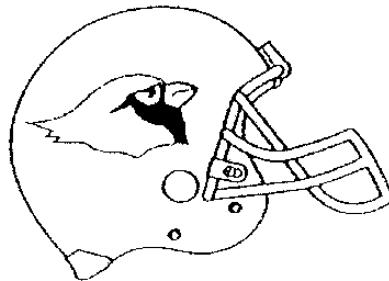
Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 37, 38 and 39

Reg. No. 1,810,720

United States Patent and Trademark Office Registered Dec. 14, 1993

TRADEMARK
PRINCIPAL REGISTER



B&B HOLDINGS, INC. (ARIZONA CORPORATION), DBA PHOENIX CARDINALS
51 WEST THIRD STREET, SUITE 500
TEMPE, AZ 85281

FOR: TRADING CARDS, POSTERS, FOOTBALL MAGAZINES, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, SERIES OF BOOKS ABOUT FOOTBALL, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 37 AND 38).
FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS HEAD-CAPS, BASEBALL CAPS, VISORS, HEAD-CAPS,

BANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, BRACES, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NO. 870,653.

SER. NO. 74-314,640, FILED 9-17-1992.

CHERYL BUTLER, EXAMINING ATTORNEY

Int. Cls.: 16, 25, 28, and 41

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 50, 100,
101, and 107

United States Patent and Trademark Office

Reg. No. 2,125,896

Registered Dec. 30, 1997

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

ARIZONA CARDINALS

B&B HOLDINGS, INC. (ARIZONA CORPORATION)
8701 SOUTH HARDY DRIVE
P.O. BOX 888
TEMPE, AZ 85284280

FOR: POSTERS, CALENDARS, TRADING CARDS, BOOKS RELATING TO FOOTBALL, MAGAZINES RELATING TO FOOTBALL, NOTEPADS, STICKERS, AND BUMPER STICKERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 3-17-1994; IN COMMERCE 6-0-1994.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, NAMELY, FLEECE TOPS AND BOTTOMS, CAPS, T-SHIRTS, SWEATSHIRTS, SHORTS, TANK TOPS, SWEATERS, PANTS, JACKETS, TURTLENECKS, JUMPSUITS, JERSEYS, WARM UP SUITS, SWIMWEAR, WIND RESISTANT JACKETS, PARKAS, SLEEPWEAR, NAMELY, ROBES AND PAJAMAS, GLOVES, SCARVES, APRONS, BOOTS AND

SNEAKERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-0-1994; IN COMMERCE 6-0-1994.

FOR: GOLF BAGS, BOWLING BALLS, GOLF BALLS, BOWLING BAGS, FOOTBALLS, GOLF CLUB COVERS, AND GOLF CLUBS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 6-0-1994; IN COMMERCE 6-0-1994.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-5-1994; IN COMMERCE 8-5-1994.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ARIZONA", APART FROM THE MARK AS SHOWN.

SN 74-500,880, FILED 3-16-1994.

JUDITH GRUNDY, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

Reg. No. 3,058,382
Registered Feb. 14, 2006

United States Patent and Trademark Office

SERVICE MARK
PRINCIPAL REGISTER



B & B HOLDINGS, INC. (ARIZONA CORPORATION)
8701 SOUTH HARDY DRIVE
P.O. BOX 888
TEMPE, AZ 852842800

FOR: EDUCATION AND ENTERTAINMENT SERVICES IN THE NATURE OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVIDING SPORTS AND ENTERTAINMENT INFORMATION VIA A GLOBAL COMPUTER NETWORK OR A COMMERCIAL ON-LINE SERVICE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-0-1996; IN COMMERCE 9-0-1996.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "THE NUMERAL 9", APART FROM THE MARK AS SHOWN.

THE DRAWING IS LINED FOR THE COLORS RED AND BLACK.

THE MARK CONSISTS OF THE DESIGN ELEMENTS AND COLOR COMBINATIONS APPEARING ON A THREE-DIMENSIONAL FOOTBALL UNIFORM WORN BY PLAYERS IN APPLICANT'S GAMES AND EXHIBITIONS.

SEC. 2(F).

SER. NO. 76-436,399, FILED 7-31-2002.

SHARI SHEFFIELD, EXAMINING ATTORNEY

United States Patent Office

826,565

Registered Mar. 28, 1967

PRINCIPAL REGISTER COMB. AFF. SEC 8 & 15 Service Mark

Ser. No. 241,134, filed Mar. 16, 1966

ATLANTA FALCONS

The Five Smiths, Inc. (Georgia corporation) —
P.O. Box 6207, Station "H"
Atlanta, Ga.

For: FURNISHING ENTERTAINMENT SERVICES
IN THE NATURE OF PROFESSIONAL FOOTBALL
EXHIBITIONS, in CLASS 107.

First use no later than Oct. 28, 1965; in commerce no
later than Oct. 28, 1965.

Applicant disclaims the word "Atlanta" apart from the
mark as shown.

M. H. MARKS, *Examiner.*

Renewed for 20 years from Mar. 28, 1987

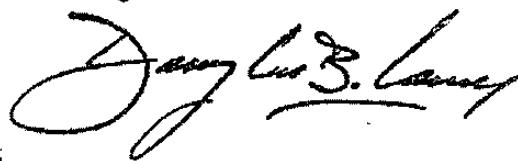
COMB. AFF. SEC. 8 & 15

CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION
WHICH IS IN FULL FORCE AND EFFECT WITH NOTATION
OF ALL STATUTORY ACTIONS TAKEN THEREON, AS DIS-
CLOSED BY THE RECORDS OF THE UNITED STATES PATENT
AND TRADEMARK OFFICE. SAID RECORDS SHOW TITLE
TO BE IN: Registrant

Attest

DEC 10 1992

Paul G. Ryan
Attesting Officer



Acting Commissioner of Patents and Trademarks

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,164,961

Registered Aug. 11, 1981

SERVICE MARK
Principal Register

FALCONS

The Five Smiths, Inc. (Georgia corporation)
521 Capitol Ave., SW.
Atlanta, Ga. 30312

For: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.
Cl. 107).

First use Aug. 1, 1966; in commerce Aug. 1, 1966.
Owner of U.S. Reg. Nos. 826,565, 826,566 and
830,138.

Ser. No. 189,711, filed Apr. 6, 1979.

DAVID SOROKA, Primary Examiner

DAVID A. HERDMAN, Examiner

REGISTERED FOR A TERM OF 20 YEARS FROM Aug. 11, 1981

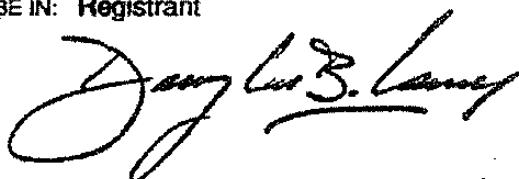
COMB. AFF. SEC. B & 15

CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION
WHICH IS IN FULL FORCE AND EFFECT WITH NOTATION
OF ALL STATUTORY ACTIONS TAKEN THEREON, AS DIS-
CLOSED BY THE RECORDS OF THE UNITED STATES PATENT
AND TRADEMARK OFFICE. SAID RECORDS SHOW TITLE
TO BE IN: Registrant

Attest

DEC 10 1992

Paul J. Ray
Attesting Officer



Acting Commissioner of Patents and Trademarks

Int. Cl.: 41

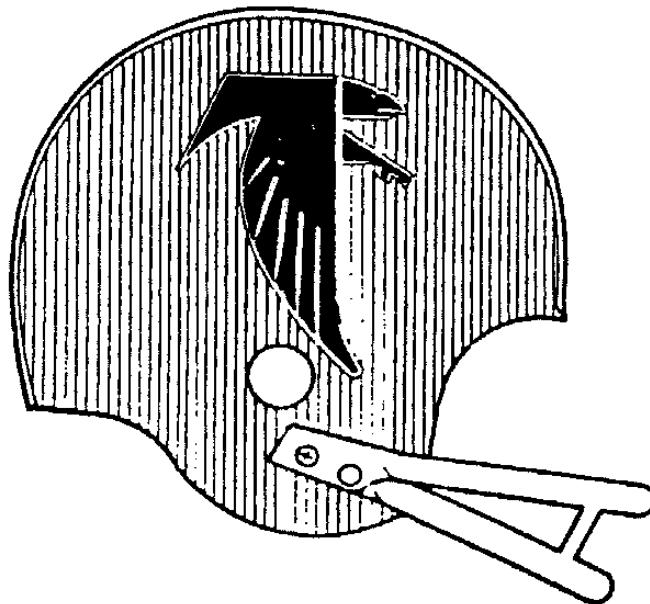
Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,190,252
Registered Feb. 16, 1982

SERVICE MARK
Principal Register

517



The Five Smiths, Inc. (Georgia corporation)
521 Capitol Ave., SW.
Atlanta, Ga. 30312

For: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.
Cl. 107).

First use Aug. 1, 1966; in commerce Aug. 1, 1969
Owner of U.S. Reg. No. 826,566.

No claim is made to exclusive use of the outline of
a football helmet design apart from the mark as
shown.

The drawing is lined for the color red.

Ser. No. 279,137, filed Sep. 24, 1980.

B. H. VERTIZ, Primary Examiner

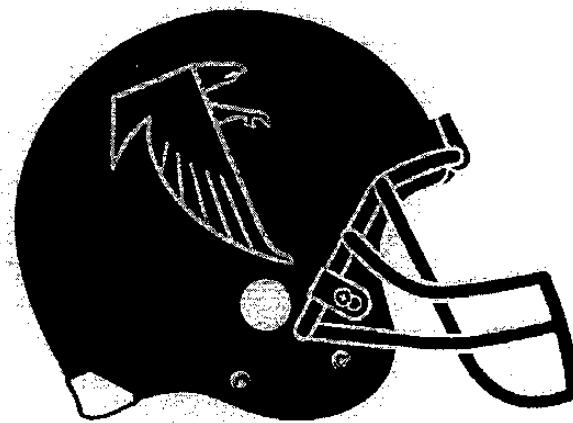
BRUCE A. TASSAN, Examiner

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office Reg. No. 1,708,819
Registered Aug. 18, 1992

**SERVICE MARK
PRINCIPAL REGISTER**



FIVE SMITHS, INC., THE (GEORGIA CORPORATION)
SUWANEE ROAD AT I-85
SUWANEE, GA 30174

FOR: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, IN CLASS 41 (U.S.
CL. 107).

FIRST USE 9-0-1990; IN COMMERCE
9-0-1990.

OWNER OF U.S. REG. NO. 1,190,252.
NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE THE REPRESENTATION OF
THE OUTLINE OF A FOOTBALL HELMET
DESIGN, APART FROM THE MARK AS
SHOWN.

SER. NO. 74-203,150, FILED 9-13-1991.

JOAN LESLIE BISHOP, EXAMINING ATTOR-
NEY

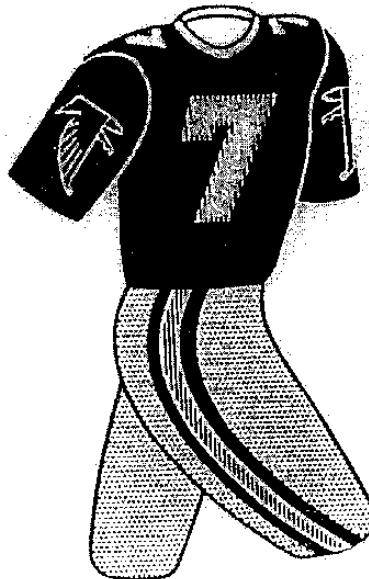
Int. Cl.: 41

Prior U.S. Cl.: 107

Reg. No. 1,796,103

United States Patent and Trademark Office Registered Sep. 28, 1993

**SERVICE MARK
PRINCIPAL REGISTER**



FIVE SMITHS, INC. THE (GEORGIA CORPORATION)
SUWANEE ROAD AT I-85
SUWANEE, GA 30174

FOR: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, IN CLASS 41 (U.S.
CL. 107).

FIRST USE 8-0-1990; IN COMMERCE
8-0-1990.

OWNER OF U.S. REG. NOS. 826,566 AND
1,228,989.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "7" OR THE OUTLINE OF THE
UNIFORM, APART FROM THE MARK AS
SHOWN.

THE MARK IS LINED FOR THE COLORS
RED AND SILVER.

THE DRAWING IS A TWO-DIMENSIONAL
REPRESENTATION OF THE MARK, WHICH
CONSISTS OF THE DESIGN ELEMENTS AND
COLOR COMBINATION APPEARING ON A

Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

United States Patent and Trademark Office

Reg. No. 1,921,887
Registered Sep. 26, 1995

**TRADEMARK
PRINCIPAL REGISTER**

ATLANTA FALCONS -

FIVE SMITHS, INC., THE (GEORGIA CORPORATION)
SUWANEE ROAD AT I-85
SUWANEE, GA 30174

FOR: MAGAZINES AND BOOKS RELATING TO PROFESSIONAL FOOTBALL, TRADING CARDS, POSTERS, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, POSTERBOOKS, NOTEPADS, PAPER PLATES, PAPER CUPS, PAPER HATS, AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 8-0-1966; IN COMMERCE 8-0-1966.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, CLOTH BIBS AND KNIT SKI MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS,

SWEATERS, SWEATSHIRTS, JACKETS, NECK-TIES, SUSPENDERS, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 29).

FIRST USE 8-0-1966; IN COMMERCE 8-0-1966.

OWNER OF U.S. REG. NOS. 826,565, 830,138 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ATLANTA", APART FROM THE MARK AS SHOWN.

SEC. 2(F).

SER. NO. 74-275,102, FILED 5-13-1992.

CHERYL LYNN BLACK, EXAMINING ATTORNEY

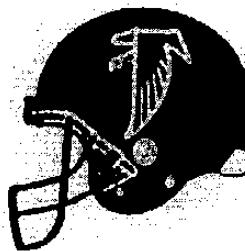
Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39 and 50

United States Patent and Trademark Office

Reg. No. 1,925,375
Registered Oct. 10, 1995

**TRADEMARK
PRINCIPAL REGISTER**



FIVE SMITHS, INC., THE (GEORGIA CORPORATION)
SUWANEE ROAD AT I-85
SUWANEE, GA 30174

FOR: TRADING CARDS, POSTERS, MAGAZINES AND BOOKS RELATING TO PROFESSIONAL FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 8-0-1966; IN COMMERCE 8-0-1966.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT SKI MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, SUS-

PENDERS, CLOTH BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 8-0-1966; IN COMMERCE 8-0-1966.

OWNER OF U.S. REG. NOS. 826,566, 1,190,252, AND 1,207,570.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE PICTORIAL REPRESENTATION OF A FOOTBALL HELMET, APART FROM THE MARK AS SHOWN.

SEC. 2(F).

SER. NO. 74-275,111, FILED 5-13-1992.

CHERYL LYNN BLACK, EXAMINING ATTORNEY

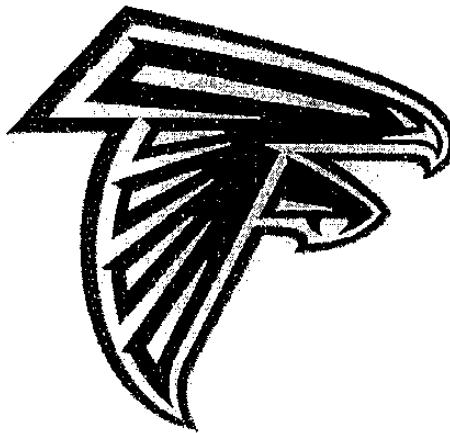
Int. Cls.: 9, 16, 25, 28, and 41

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 39, 50, 100, 101, and 107

Reg. No. 2,953,278
Registered May 17, 2005

United States Patent and Trademark Office

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**



ATLANTA FALCONS FOOTBALL CLUB, LLC
(GEORGIA LIMITED LIABILITY JOINT
STOCK COMPANY)
4400 FALCON PARKWAY
FLOWERY BRANCH, GA 30542

FOR: FOOTBALL HELMETS, TELEPHONES, CELL PHONE COVERS NOT MADE OF PAPER, CELL PHONE STRAPS, MAGNETICALLY ENCODED PREPAID TELEPHONE CALLING CARDS, MAGNETICALLY ENCODED CHARGE CARDS, DECORATIVE MAGNETS, PRERECORDED COMPACT DISCS, AUDIO TAPES, VIDEOTAPES AND DVD'S FEATURING THE SPORT OF FOOTBALL, COMPUTER GAME SOFTWARE AND DISKS AND VIDEO GAME CARTRIDGES, COMPUTER MOUSE PADS, CAMERA CASES, SUNGLASSES, EYEGLASS CASES, EYEGLASS CHAINS, BINOCULARS, LIGHT SWITCH PLATES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-30-2003; IN COMMERCE 4-30-2003.

FOR: POSTERS, CALENDARS, TRADING CARDS, SERIES OF BOOKS RELATING TO FOOTBALL, MAGAZINES RELATING TO FOOTBALL, NEWSLETTERS RELATING TO FOOTBALL, NOTE-PADS, STICKERS, BUMPER STICKERS, CREDIT CARDS WITHOUT MAGNETIC CODING, PAPER PENNANTS AND GREETING CARDS; PRINTED

TICKETS TO SPORTS GAMES AND EVENTS; NON-MAGNETICALLY CODED PREPAID PHONE CARDS, PENS AND PENCILS, PENCIL CASES, RUB ON DECORATIVE TRANSFERS, NOTE PAPER, PICTORIAL PRINTS, PICTURE POSTCARDS, ART PICTURES, STATIONERY, ENVELOPES, STATIONERY-TYPE PORTFOLIOS, PHOTO ALBUMS, SCRAPBOOK ALBUMS, RING BINDERS, CHECKBOOK COVERS, TISSUE PAPER, WRAPPING PAPER, PAPER TABLE CLOTHS, PAPER NAPKINS, PAPER PARTY HATS, PAPER PARTY INVITATIONS, PAPER GIFT CARDS, PAPER GIFT BAGS, PAPER GIFT BOXES, PAPER DECORATIONS, COLLECTIBLE SPORTS CARDS; COLLECTIBLE CARD AND MEMORABILIA HOLDERS, SOUVENIR PROGRAMS FOR SPORTS EVENTS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 4-15-2003; IN COMMERCE 4-15-2003.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, NAMELY, FLEECE TOPS AND BOTTOMS, CAPS, HEADWEAR, T-SHIRTS, SWEAT-SHIRTS, SHORTS, TANK TOPS, JEANS, SWEATERS, PANTS, JACKETS, TURTLENECKS, JUMPSUITS, GOLF SHIRTS, WOVEN SHIRTS, KNIT SHIRTS, JERSEYS, WRISTBANDS, WARM UP SUITS, SWIMWEAR, WIND RESISTANT JACKETS, RAINCOATS, PARKAS, PONCHOS, GLOVES, TIES, SUSPENDERS, CLOTH BABY BIBS, SLEEPWEAR,

NAMELY, ROBES, NIGHT SHIRTS, AND PAJAMAS, MITTENS, KNIT HATS AND CAPS, SCARVES, APRONS, HEADBANDS, EAR MUFFS, UNDERWEAR, SNEAKERS AND SLIPPERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 3-19-2003; IN COMMERCE 3-30-2003.

FOR: TOYS AND SPORTING GOODS, NAMELY, PLUSH TOYS, STUFFED TOY ANIMALS, PLAY FIGURES, GOLF BALLS, GOLF BAGS, GOLF CLUBS, GOLF CLUB COVERS, FOOTBALLS, TOY BANKS, BOARD GAMES RELATING TO FOOTBALL, CHRISTMAS TREE ORNAMENTS, BALLOONS, JIGSAW PUZZLES, TOY AND DECORATIVE WINDSOCKS, KITES, TOY TRUCKS, BILLIARD BALLS, DART BOARDS, TOY REPLICA MINIATURE FOOTBALL HELMETS, AND PLAYING CARDS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 4-1-2003; IN COMMERCE 4-15-2003.

FOR: EDUCATIONAL AND ENTERTAINMENT SERVICES IN THE NATURE OF ORGANIZING PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVIDING SPORTS AND COMMUNITY EVENT INFORMATION VIA A GLOBAL COMPUTER

NETWORK; ORGANIZATION OF COMMUNITY SPORTS EVENTS; FAN CLUB SERVICES; EDUCATIONAL SERVICES, NAMELY, CONDUCTING PHYSICAL EDUCATION PROGRAMS AND SEMINARS IN THE FIELD OF FOOTBALL; PRODUCTION OF RADIO AND TELEVISION PROGRAMS; ENTERTAINMENT IN THE NATURE OF FOOTBALL GAMES AND EXHIBITIONS IN THE NATURE OF FOOTBALL AND GOLF; COMPETITIONS IN THE FIELD OF SPORTS; ENTERTAINMENT IN THE NATURE OF LIVE MUSICAL, COMEDY AND DANCE PERFORMANCES; ENTERTAINMENT, NAMELY, A CONTINUING SPORTS SHOW BROADCAST VIA TELEVISION, CABLE TELEVISION, SATELLITE TELEVISION AND RADIO BROADCAST; PRODUCTION AND DISTRIBUTION OF TELEVISION PROGRAMS AND MOTION PICTURE FILMS REGARDING THE SPORT OF FOOTBALL VIA A GLOBAL COMMUNICATION NETWORK, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-19-2003; IN COMMERCE 3-19-2003.

SN 78-216,956, FILED 2-20-2003.

JOHN GARTNER, EXAMINING ATTORNEY

Int. Cls.: 16, 25, 28, and 41

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 50, 100,
101, and 107

Reg. No. 2,177,214

United States Patent and Trademark Office

Registered July 28, 1998

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

BALTIMORE RAVENS

BALTIMORE RAVENS, INC. (DELAWARE CORPORATION)
200 ST. PAUL PLACE
SUITE 2400
BALTIMORE, MD 21202 BY CHANGE OF NAME FROM CLEVELAND BROWNS, INC. (DELAWARE CORPORATION) BEREAL, OH 44017 CLEVELAND BROWNS, INC. (DELAWARE CORPORATION)

80 FIRST AVENUE
P.O. BOX 679
BEREA, OH 44017

BY CHANGE OF NAME FROM CLEVELAND BROWNS, INC. (DELAWARE CORPORATION) BEREAL, OH 44017 CLEVELAND BROWNS, INC. (DELAWARE CORPORATION) BEREAL, OH 44017

FOR: POSTERS, CALENDARS, TRADING CARDS, BOOKS RELATING TO FOOTBALL, MAGAZINES RELATING TO FOOTBALL, NOTEPADS, STICKERS, AND BUMPER STICKERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 4-0-1996; IN COMMERCE 4-0-1996.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING USED IN THE PROMOTION OF A PROFESSIONAL FOOTBALL TEAM BY THE NAME OF THE BALTIMORE RAVENS, NAMELY, FLEECE TOPS AND BOTTOMS, CAPS, T-SHIRTS, SWEATSHIRTS, SHORTS, TANK TOPS, SWEATERS, PANTS, JACKETS, TURTLENECKS, JUMPSUITS, JERSEYS,

WARM UP SUITS, SOTHING USED IN THE PROMOTION OF A PROFESSIONAL FOOTBALL TEA ROBES AND PAJAMAS; GLOVES, SCARVES, APRONS, BOOTS AND SNEAKERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 4-0-1996; IN COMMERCE 4-0-1996.

FOR: ATHLETIC BAGS SOLD EMPTY, GOLF BAGS, BOWWIMWEAR, WIND RESISTANT JACKETS, PARKAS; SLEEPWEAR, NAMELY, ROBES AND PAJAMAS; GLOVES, SCARVES, APRONS, BOOTS AND SNEAKERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 4-0-1996; IN COMMERCE 4-0-1996.

FOR: ATHLETIC BAGS SOLD EMPTY, GOLF BAGS, BOWLING BALLS, GOLF BALLS, BOWLING BAGS, FOOTBALLS, GOLF CLUB COVERS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 4-0-1996; IN COMMERCE 4-0-1996.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-1-1996; IN COMMERCE 9-1-1996.

2

2,177,214

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "BALTIMORE", APART FROM
THE MARK AS SHOWN.

SN 75-075,597, FILED 3-20-1996.

ANGELA M. MICHELI, EXAMINING ATTOR-
NEY

Int. Cls.: 16, 25, 28, and 41

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 50, 100, 101, and 107

United States Patent and Trademark Office

Reg. No. 2,497,192

Registered Oct. 9, 2001

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER



BALTIMORE RAVENS, INC. (DELAWARE CORPORATION)
1101 OWINGS MILLS BOULEVARD
OWINGS MILLS, MD 21117

FOR: POSTERS, CALENDARS, TRADING CARDS, BOOKS RELATING TO FOOTBALL, MAGAZINES RELATING TO FOOTBALL, STICKERS, BUMPER STICKERS, PENS AND PENCILS, CREDIT CARDS, NOTE PADS, PAPER PENNANTS AND GREETING CARDS; PRINTED TICKETS TO SPORTS GAMES AND EVENTS, NON-MAGNETICALLY CODED PREPAID PHONE CARDS, PENCIL CASES, RUB ON DECORATIVE TRANSFERS, NOTE PAPER, PICTORIAL PRINTS, PICTURE POSTCARDS, ART PICTURES, STATIONERY, ENVELOPES, STATIONERY-TYPE PORTFOLIOS, PHOTO ALBUMS, SCRAPBOOK ALBUMS, RING BINDERS, CHECKBOOK COVERS, TISSUE PAPER, WRAPPING PAPER, PLAYING CARDS, PAPER TABLE CLOTHS, PAPER NAPKINS, PAPER PARTY HATS, PAPER PARTY INVITATIONS, PAPER GIFT CARDS; PAPER GIFT BAGS, PAPER GIFT BOXES, COLLECTIBLE CARDS; COLLECTIBLE CARD AND MEMORABILIA HOLDERS, SOUVENIR PROGRAMS FOR SPORTS EVENTS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 8-15-1999; IN COMMERCE 8-15-1999.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, NAMELY, FLEECE TOPS AND BOTTOMS, CAPS, HEADWEAR, T-SHIRTS, SWEATSHIRTS, SHORTS, TANK TOPS, JEANS, SWEATERS, PANTS, JACKETS, TURTLENECKS, JUMPSUITS, GOLF SHIRTS, WOVEN SHIRTS, KNIT SHIRTS, JERSEYS, WRISTBANDS, WARM UP SUITS, SWIMWEAR, WIND RESISTANT JACKETS, RAINCOATS, PARKAS, PONCHOS, GLOVES, TIES,

SUSPENDERS, CLOTH BIBS, SLEEPWEAR, NAMELY, ROBES, NIGHT SHIRTS AND PAJAMAS, MITTENS, KNIT HATS AND CAPS, SCARVES, APRONS, HEADBANDS, EAR MUFFS AND UNDERWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 8-15-1999; IN COMMERCE 8-15-1999.

FOR: TOYS AND SPORTING GOODS, PLUSH TOYS, STUFFED ANIMALS, PLAY FIGURES, GOLF BALLS, GOLF BAGS, GOLF CLUBS, GOLF CLUB COVERS, BOWLING BALLS, BOWLING BAGS, FOOTBALLS, TOY BANKS, HAND HELD UNIT FOR PLAYING ELECTRONIC GAMES; HAND HELD UNIT FOR PLAYING VIDEO GAMES; BOARD GAMES RELATING TO FOOTBALL, CHRISTMAS TREE ORNAMENTS, BALLOONS, JIGSAW PUZZLES, WINDSOCKS FOR TOY AND DECORATIVE PURPOSES, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 8-15-1999; IN COMMERCE 8-15-1999.

FOR: ARRANGING AND CONDUCTING ATHLETIC COMPETITIONS, NAMELY PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVIDING ON-LINE SPORTS AND ENTERTAINMENT INFORMATION VIA WEBSITES ON GLOBAL COMPUTER NETWORKS; FAN CLUBS, ENTERTAINMENT SERVICES, NAMELY, MUSICAL AND DANCE PERFORMANCES PROVIDED DURING INTERVALS AT SPORTS EVENTS; EDUCATIONAL SERVICES, NAMELY, PHYSICAL EDUCATION CLASSES; PRODUCTION OF RADIO AND TELEVISION PROGRAMS, LIVE SHOWS FEATURING FOOTBALL GAMES, EXHIBITIONS, COMPETITIONS AND MUSICAL, COMEDY AND DANCE PERFORMANCES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-15-1999; IN COMMERCE 8-15-1999.

SN 76-035,798, FILED 6-11-1999.

JEFFREY S. MOLINOFF, EXAMINING ATTORNEY

Int. Cl. 41

Prior U.S. Cl. 107

United States Patent and Trademark Office
10 Year Renewal

Reg. No. 953,350
Registered Feb. 13, 1973
Renewal Term Begins Feb. 13, 1993

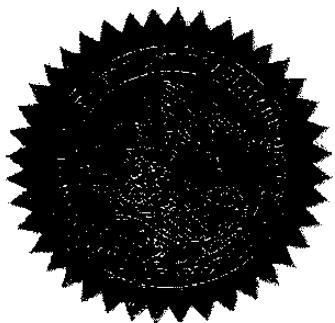
**SERVICE MARK
PRINCIPAL REGISTER**

BUFFALO BILLS

BUFFALO BILLS, INC. (NEW YORK
CORPORATION)
ONE BILLS DRIVE
ORCHARD PARK, NY 14227, ASSIGNEE
OF HIGHWOOD SERVICE, INC.
(MICHIGAN CORPORATION), DBA
BUFFALO BILLS, PONTIAC, MI
FOR: ENTERTAINMENT SERVICES--
NAMELY, FOOTBALL EXHIBITIONS

RENDERED LIVE IN STADIA AND
THROUGH THE MEDIA OF RADIO
AND TELEVISION BROADCASTS, IN
CLASS 107 (INT. CL. 41).
FIRST USE 12-0-1959; IN COMMERCE
12-0-1959.

SER. NO. 72-412,756, FILED 1-17-1972.



*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on June 1, 1993.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

Reg. No. 1,079,082

United States Patent and Trademark Office

Registered Dec. 6, 1977

10 Year Renewal

Renewal Term Begins Dec. 6, 1997

**SERVICE MARK
PRINCIPAL REGISTER**

BILLS

BUFFALO BILLS, INC. (NEW YORK
CORPORATION)
1 BILLS' DRIVE
ORCHARD PARK, NY 14217
OWNER OF U.S. REG. NO. 953,350.
FOR: EDUCATIONAL AND ENTER-
TAINMENT SERVICES IN THE FORM

OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, IN CLASS
41 (U.S. CL. 107).
FIRST USE 11-30-1959; IN COMMERCE
11-30-1959.
SER. NO. 73-102,232, FILED 10-6-1976.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Mar. 17, 1998.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

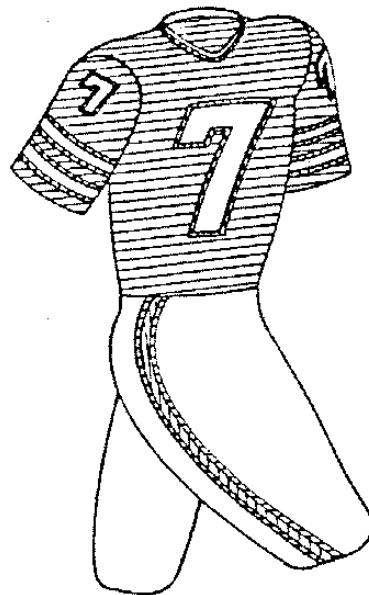
Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,224,587

Registered Jan. 18, 1983

SERVICE MARK
Principal Register



Section 3 & 5
Effendant
Filed 9
Accepted

Buffalo Bills, Inc. (New York corporation)
One Bills Dr.
Orchard Park, N.Y. 14217

For: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.
Cl. 107).

First use Aug. 15, 1975; in commerce Aug. 15,
1975.

Owner of U.S. Reg. Nos. 953,350, 1,041,484,
1,079,082 and others.

No claim is made to the exclusive use of the

numeral "7" or the outline of the uniform apart
the mark as shown.

The mark is lined for the colors blue and red.
The drawing is a two-dimensional representation
of the mark, which consists of the design elements
and color combinations appearing on a
dimensional football uniform worn by players
applicant's games and exhibitions.

Sec. 2(f).

Ser. No. 336,711, filed Nov. 12, 1981.

PETER T. GELISSEN, Examiner

Int. Cl.: 25

Prior U.S. Cl.: 39

Reg. No. 1,842,999

Registered July 5, 1994

United States Patent and Trademark Office

TRADEMARK
PRINCIPAL REGISTER

BUFFALO BILLS

BUFFALO BILLS, INC. (NEW YORK CORPO-
RATION)
ONE BILLS DRIVE
ORCHARD PARK, NY 14217

FOR: MEN'S, WOMEN'S AND CHILDREN'S
CLOTHING AND FOOTWEAR; NAMELY,
COACHES CAPS, WOOL HATS, PAINTERS
CAPS, BASEBALL CAPS, VISORS, HEAD-
BANDS, EAR MUFFS, KNIT FACE MASKS,
BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS,
PAJAMAS, GOLF SHIRTS, SWEATERS,
SWEATSHIRTS, JACKETS, NECKTIES, SUS-
PENDERS, BIBS, JERSEYS, NIGHT SHIRTS,
COATS, ROBES, RAINCOATS, PARKAS, PON-

CHOS, SNEAKERS, GLOVES, SCARVES, SNOW
SUITS, MITTENS, APRONS, DOWN JACKETS,
LEATHER JACKETS, SHORTS, SWEATPANTS,
JEANS, PANTS, KNICKERS, SOCKS, UNDER-
WEAR, BATHING SUITS AND LEG WARM-
ERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 2-0-1970; IN COMMERCE
2-0-1970.

OWNER OF U.S. REG. NOS. 953,350 AND
1,079,082.

SER. NO. 74-276,864, FILED 5-15-1992.

W. A. CONN, EXAMINING ATTORNEY

Int. Cls.: 16 and 25

Prior U.S. Cls.: 37, 38 and 39

United States Patent and Trademark Office

Reg. No. 1,888,392
Registered Apr. 11, 1995

**TRADEMARK
PRINCIPAL REGISTER**



BUFFALO BILLS, INC. (NEW YORK CORPORATION)
ONE BILLS DRIVE
ORCHARD PARK, NY 14127

FOR: TRADING CARDS, POSTERS, MAGAZINES AND BOOKS RELATING TO PROFESSIONAL FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 37 AND 38).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS,

BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, SUSPENDERS, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 2-0-1970; IN COMMERCE 2-0-1970.

OWNER OF U.S. REG. NOS. 1,041,483 AND 1,041,484.

SER. NO. 74-276,865, FILED 5-15-1992.

W. A. CONN, EXAMINING ATTORNEY

Int. Cls.: 16, 25, 28 and 41

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 50, 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,571,410

Registered May 21, 2002

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER



BUFFALO BILLS, INC. (NEW YORK CORPORATION)
ONE BILLS DRIVE
ORCHARD PARK, NY 14227

FOR: POSTERS, CALENDARS, TRADING CARDS, SERIES OF BOOKS RELATING TO FOOTBALL, MAGAZINES RELATING TO FOOTBALL, NEWSLETTERS RELATING TO FOOTBALL, NOTE-PADS, STICKERS, BUMPER STICKERS, CREDIT CARDS WITHOUT MAGNETIC CODING, NOTE PADS, PAPER PENNANTS AND GREETING CARDS; PRINTED TICKETS TO SPORTS GAMES AND EVENTS; NON-MAGNETICALLY CODED PREPAID PHONE CARDS, PENS AND PENCILS, PENCIL CASES, RUB ON DECORATIVE TRANSFERS, NOTE PAPER, PICTORIAL PRINTS, PICTURE POSTCARDS, ART PICTURES, STATIONERY, ENVELOPES, STATIONERY-TYPE PORTFOLIOS, PHOTO ALBUMS, SCRAPBOOK ALBUMS, RING BINDERS, CHECKBOOK COVERS, TISSUE PAPER, WRAPPING PAPER, PLAYING CARDS, PAPER TABLE CLOTHS, PAPER NAPKINS, PAPER PARTY HATS, PAPER PARTY INVITATIONS, PAPER GIFT CARDS; PAPER GIFT BAGS, PAPER GIFT BOXES, PAPER DECORATIONS, COLLECTIBLE CARDS; COLLECTIBLE CARD AND MEMORABILIA HOLDERS, SOUVENIR PROGRAMS FOR SPORTS EVENTS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 4-6-1974; IN COMMERCE 4-6-1974.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, NAMELY, FLEECE TOPS AND BOT-

TOMS, CAPS, HEADWEAR, T-SHIRTS, SWEAT-SHIRTS, SHORTS, TANK TOPS, JEANS, SWEATERS, PANTS, JACKETS, TURTLENECKS, JUMPSUITS, GOLF SHIRTS, WOVEN SHIRTS, KNIT SHIRTS, JERSEYS, WRISTBANDS, WARM UP SUITS, SWIMWEAR, WIND RESISTANT JACKETS, RAINCOATS, PARKAS, PONCHOS, GLOVES, TIES, SUSPENDERS, CLOTH BIBS, SLEEPWEAR, NAMELY, ROBES, NIGHT SHIRTS AND PAJAMAS, MITTENS, KNIT HATS AND CAPS, SCARVES, APRONS, HEADBANDS, EAR MUFFS, UNDERWEAR, SNEAKERS AND SLIPPERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 4-6-1974; IN COMMERCE 4-6-1974.

FOR: TOYS AND SPORTING GOODS, NAMELY, PLUSH TOYS, STUFFED ANIMALS, PLAY FIGURES, GOLF BALLS, GOLF BAGS, GOLF CLUBS, GOLF CLUB COVERS, BOWLING BALLS, BOWLING BAGS, FOOTBALLS, TOY BANKS, HAND HELD UNIT FOR PLAYING ELECTRONIC GAMES; HAND HELD UNIT FOR PLAYING VIDEO GAMES; BOARD GAMES RELATING TO FOOTBALL, CHRISTMAS TREE ORNAMENTS, BALLOONS, JIG-SAW PUZZLES, TOY AND DECORATIVE WIND-SOCKS, KITES, TOY TRUCKS, BILLIARD BALLS, DART BOARDS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 4-6-1974; IN COMMERCE 4-6-1974.

FOR: EDUCATION AND ENTERTAINMENT SERVICES IN THE NATURE OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVID-

ING SPORTS AND ENTERTAINMENT INFORMATION VIA A GLOBAL COMPUTER NETWORK OR A COMMERCIAL ON-LINE SERVICE; ORGANIZATION OF SPORTS EVENTS; FAN CLUB SERVICES; EDUCATIONAL SERVICES, NAMELY, PHYSICAL EDUCATION PROGRAMS; ARRANGING AND CONDUCTING ATHLETIC COMPETITIONS, NAMELY PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; ENTERTAINMENT SERVICES, NAMELY, MUSICAL AND DANCE PERFORMANCES PROVIDED DURING INTERVALS AT SPORTS EVENTS; EDUCATIONAL SERVICES, NAMELY,

PHYSICAL EDUCATION PROGRAMS; PRODUCTION OF RADIO AND TELEVISION PROGRAMS, LIVE SHOWS FEATURING FOOTBALL GAMES, EXHIBITIONS, COMPETITIONS AND MUSICAL, COMEDY AND DANCE PERFORMANCES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 4-6-1974; IN COMMERCE 4-6-1974.

SER. NO. 76-344,534, FILED 9-10-2001.

RICHARD DONNELL, EXAMINING ATTORNEY

Int. Cls.: 25 and 41

Prior U.S. Cls.: 22, 39, 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,793,903

Registered Dec. 16, 2003

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER



BUFFALO BILLS, INC. (NEW YORK CORPORATION)
ONE BILLS DRIVE
ORCHARD PARK, NY 14227

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, NAMELY, JERSEYS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-30-2002; IN COMMERCE 6-30-2002.

FOR: EDUCATION AND ENTERTAINMENT SERVICES IN THE NATURE OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVIDING SPORTS AND ENTERTAINMENT INFORMATION VIA A GLOBAL COMPUTER NETWORK OR A COMMERCIAL ON-LINE SERVICE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-24-2002; IN COMMERCE 8-24-2002.

THE DRAWING IS A TWO-DIMENSIONAL REPRESENTATION OF THE MARK, WHICH CONSISTS OF THE DESIGN ELEMENTS AND COLOR COMBINATIONS APPEARING ON A THREE-DIMENSIONAL FOOTBALL JERSEY. THE DRAWING IS LINED FOR THE COLORS RED AND BLUE. THE MARK CONSISTS OF A PATTERNED DESIGN SCHEME INCLUDING A DARK BLUE BODY WITH A RED COLLAR AND RED SIDE PANEL INSERTS; DARK BLUE SLEEVES WITH MEDIUM BLUE SLEEVE BANDING OUTLINED WITH WHITE; THERE ARE WHITE NUMBERS OUTLINED IN MEDIUM BLUE AND GREY APPEARING ON THE CHEST, BACK AND EACH SLEEVE OF THE JERSEY.

SER. NO. 76-418,408, FILED 6-7-2002.

ROBERT C. CLARK JR., EXAMINING ATTORNEY

Int. Cls.: 16, 25, 28 and 41

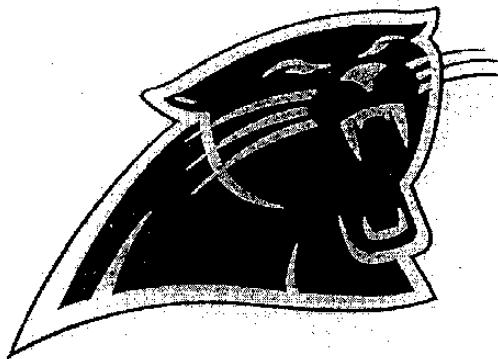
Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 50, 100,
101 and 107

Reg. No. 2,010,429

Registered Oct. 22, 1996

United States Patent and Trademark Office

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**



RICHARDSON SPORTS LIMITED PARTNERSHIP (PARTNERSHIP)
1901 ROXBOROUGH ROAD, SUITE 21
CHARLOTTE, NC 28211 ASSIGNEE OF NATIONAL FOOTBALL LEAGUE (NEW YORK UNINC. ASSOCIATION) NEW YORK, NY 10022

FOR: POSTERS, CALENDARS, TRADING CARDS, NOTEBOOKS, STICKERS, AND BUMPER STICKERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).
FIRST USE 11-0-1993; IN COMMERCE 11-0-1993.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING; NAMELY, FLEECE TOPS AND BOTTOMS, CAPS, T-SHIRTS, SWEATSHIRTS, SHORTS, TANK TOPS, SWEATERS, PANTS, JACKETS, TURTLENECKS, JERSEYS, WARM UP SUITS, WIND-RESISTANT JACKETS,

PARKAS, SLEEPWEAR; NAMELY, ROBES AND PAJAMAS, GLOVES, SCARVES AND APRONS, IN CLASS 25 (U.S. CLS. 22 AND 39).
FIRST USE 10-26-1993; IN COMMERCE 10-26-1993.

FOR: BOWLING BAGS AND FOOTBALLS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).
FIRST USE 11-0-1993; IN COMMERCE 11-0-1993.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).
FIRST USE 7-29-1995; IN COMMERCE 7-29-1995.

SN 74-449,206, FILED 10-21-1993.

CHARLES WEIGELL, EXAMINING ATTORNEY.

Int. Cls.: 16, 25, 28, and 41

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 50, 100,
101, and 107

Reg. No. 2,120,117

Registered Dec. 9, 1997

United States Patent and Trademark Office

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

CAROLINA PANTHERS

RICHARDSON SPORTS LIMITED PARTNER-
SHIP (NORTH CAROLINA LIMITED PART-
NERSHIP)
1901 ROXBOROUGH ROAD
SUITE 211
CHARLOTTE, NC 28211

FOR: POSTERS, CALENDARS, TRADING
CARDS, SPORTS BOOKS, SPORTS MAGA-
ZINES, NOTEPADS, STICKERS AND BUMPER
STICKERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23,
29, 37, 38 AND 50).
FIRST USE 7-14-1995; IN COMMERCE
7-14-1995.

FOR: MEN'S, WOMEN'S AND CHILDREN'S
CLOTHING, NAMELY, FLEECE TOPS AND
BOTTOMS, CAPS, T-SHIRTS, SWEATSHIRTS,
SHORTS, TANK TOPS, SWEATERS, PANTS,
JACKETS, TURTLENECKS, JUMPSUITS, JER-
SEYS, SWEATSUITS, SWIMWEAR, PARKAS,
SLEEPWEAR, NAMELY, ROBES AND PAJA-
MAS, GLOVES, SCARVES, APRONS, BOOTS
AND SNEAKERS, AND WINDWEAR,

NAMELY, JACKETS, PANTS AND HATS, IN
CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 7-14-1995; IN COMMERCE
7-14-1995.

FOR: BOWLING BALLS, BOWLING BAGS,
FOOTBALLS, IN CLASS 28 (U.S. CLS. 22, 23, 38
AND 50).

FIRST USE 7-29-1995; IN COMMERCE
7-29-1995.

FOR: ENTERTAINMENT SERVICES,
NAMELY, PROFESSIONAL FOOTBALL
GAMES AND EXHIBITION GAMES, IN CLASS
41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 7-29-1995; IN COMMERCE
7-29-1995.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "CAROLINA", APART FROM
THE MARK AS SHOWN.

SN 74-270,164, FILED 4-28-1992.

JILL C. ALT, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

United States Patent and Trademark Office

Reg. No. 2,130,948

Registered Jan. 20, 1998

SERVICE MARK
PRINCIPAL REGISTER



RICHARDSON SPORTS LIMITED PARTNERSHIP (PARTNERSHIP)
227 W. TRADE STREET
SUITE 1600
CHARLOTTE, NC 28202

FOR: ENTERTAINMENT SERVICES,
NAMELY, PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, IN CLASS 41 (U.S.
CLS. 100, 101 AND 107).
FIRST USE 7-29-1995; IN COMMERCE
7-29-1995.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "7", APART FROM THE MARK
AS SHOWN.

THE DRAWING IS LINED FOR THE
COLORS OF BLUE AND SILVER.

THE DRAWING IS A TWO-DIMENSIONAL
REPRESENTATION OF THE MARK, WHICH
CONSISTS OF THE DESIGN ELEMENTS AND
COLOR COMBINATIONS APPEARING ON A
THREE-DIMENSIONAL FOOTBALL UNIFORM
WORN BY PLAYERS IN GAMES AND EXHIBI-
TIONS.

SN 74-703,286, FILED 7-19-1995.

KEVIN PESKA, EXAMINING ATTORNEY

Int. Cl. 41

Prior U.S. Cl. 107

United States Patent and Trademark Office

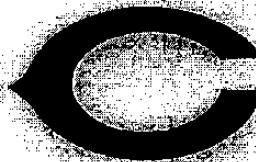
10 Year Renewal

Reg. No. 952,439

Registered Jan. 30, 1973

Renewal Term Begins Jan. 30, 1993

SERVICE MARK
PRINCIPAL REGISTER



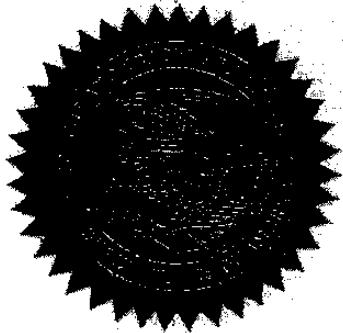
CHICAGO BEARS FOOTBALL CLUB,
INC. (ILLINOIS CORPORATION)
250 NORTH WASHINGTON ROAD
LAKE FOREST, IL 60045

FOR: ENTERTAINMENT SERVICES
IN THE NATURE OF FOOTBALL EXHIBI-
TIONS SOME OF WHICH ARE REN-

DERED THROUGH THE MEDIA OF
RADIO AND TELEVISION BROAD-
CASTS; IN CLASS 107 (INT. CL. 41).

FIRST USE 8-10-1963; IN COMMERCE
8-10-1963.

SER. NO. 72-409,180, FILED 12-2-1971.



*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on June 1, 1993.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office
10 Year Renewal

Reg. No. 952,441
Registered Jan. 30, 1973
Renewal Term Begins Jan. 30, 1993

**SERVICE MARK
PRINCIPAL REGISTER**

BEARS

CHICAGO BEARS FOOTBALL CLUB,
INC. (ILLINOIS CORPORATION)
250 NORTH WASHINGTON ROAD
LAKE FOREST, IL 60045

FOR: ENTERTAINMENT SERVICES
IN THE NATURE OF FOOTBALL EXHIBI-
TIONS SOME OF WHICH ARE REN-

DERED THROUGH THE MEDIA OF
RADIO AND TELEVISION BROAD-
CASTS, IN CLASS 107 (INT. CL. 41).

FIRST USE 1-28-1922; IN COMMERCE
1-28-1922.

SER. NO. 72-409,184. FILED 12-2-1973.



*Anthony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on May 25, 1993.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 960,131

Registered May 29, 1973

Renewal Term Begins May 29, 1993

**SERVICE MARK
PRINCIPAL REGISTER**

CHICAGO BEARS

CHICAGO BEARS FOOTBALL CLUB,
INC. (IL LINCOLN CORPORATION)
250 N. WASHINGTON ROAD
LAKE FOREST, IL 60045

WITHOUT WAIVING ITS COMMON
LAW RIGHTS IN THE MARK SHOWN IN
THE APPENDED DRAWING, APPLI-
CANT DISCLAIMS THE EXCLUSIVE
RIGHT TO THE USE OF THE TERM
"CHICAGO" APART FROM ITS USE IN
THE MARK AS SHOWN.

FOR ENTERTAINMENT SERVICES
IN THE NATURE OF FOOTBALL EXHI-
BITIONS, SOME OF WHICH ARE REN-
DERED THROUGH THE MEDIA OF
RADIO AND TELEVISION BROAD-
CASTS, IN CLASS 107 (INT. CL. 41).

FIRST USE 1-28-1972; IN COMMERCE
1-28-1972.

SER. NO. 72-489,178, FILED 12-2-1971.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Dec. 14, 1993.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

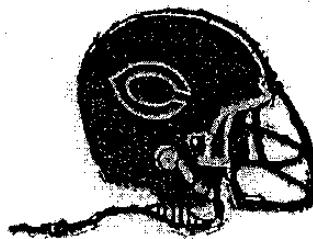
10 Year Renewal

Reg. No. 1,072,395

Registered Aug. 30, 1977

Renewal Term Begins Aug. 30, 1997

**SERVICE MARK
PRINCIPAL REGISTER**



CHICAGO BEARS FOOTBALL CLUB,
INC. (DELAWARE CORPORATION)
1000 FOOTBALL DRIVE
LAKE FOREST, IL 60045

FOR: ENTERTAINMENT SERVICES
IN THE FORM OF PROFESSIONAL

FOOTBALL GAMES AND EXHIBI-
TIONS, IN CLASS 41 (U.S. CL. 107).

FIRST USE 8-15-1973; IN COMMERCE
8-15-1973.

SER. NO. 73-097,092, FILED 8-19-1976.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Feb. 24, 1998.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

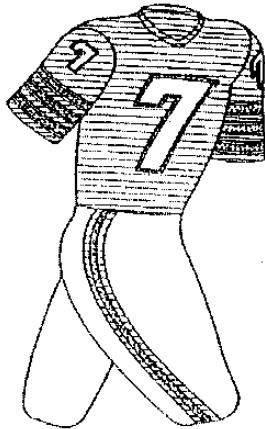
Corrected

Reg. No. 1,217,892

Registered Nov. 23, 1982

OG Date Sep. 16, 1997

SERVICE MARK
PRINCIPAL REGISTER



CHICAGO BEARS FOOTBALL CLUB
INC. (DELAWARE CORPORATION)
250 N. WASHINGTON RD.
LAKE FOREST, IL 60045

OWNER OF U.S. REG. NOS. 952,440,
962,291 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
USE OF THE NUMERAL "7" OR
THE OUTLINE OF THE UNIFORM
APART FROM THE MARK AS SHOWN.

THE MARK IS LINED FOR THE
COLORS NAVY BLUE AND ORANGE.

THE DRAWING IS A TWO-DIMENSIONAL
REPRESENTATION OF THE

MARK, WHICH CONSISTS OF THE
DESIGN ELEMENTS AND COLOR
COMBINATIONS APPEARING ON A
THREE-DIMENSIONAL FOOTBALL
UNIFORM WORN BY PLAYERS IN AP-
PLICANT'S GAMES AND EXHIBITIONS.

SEC. 2(F).

FOR: ENTERTAINMENT SERVICES
IN THE FORM OF PROFESSIONAL
FOOTBALL GAMES AND EXHIBI-
TIONS, IN CLASS 41 (U.S. CL. 107).

FIRST USE 9-8-1961; IN COMMERCE
9-8-1961.

SER. NO. 73-336,709, FILED 1-12-1981.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Sep. 16, 1997.*

COMMISSIONER OF PATENTS AND TRADEMARKS

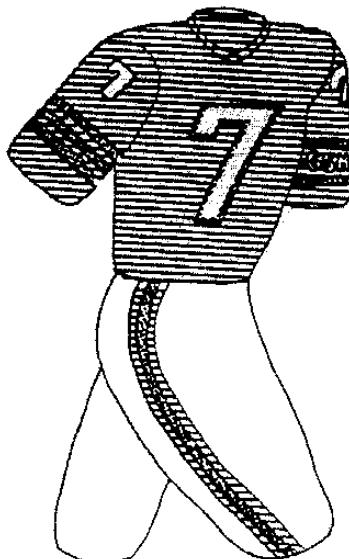
Int. Cl.: 41

Prior U.S. Cl.: 107

Reg. No. 1,598,956

United States Patent and Trademark Office Registered May 29, 1990

SERVICE MARK
PRINCIPAL REGISTER



CHICAGO BEARS FOOTBALL CLUB, INC. (ILLINOIS CORPORATION)
250 NORTH WASHINGTON ROAD
LAKE FOREST, IL 60045

FOR: ENTERTAINMENT SERVICES IN THE FORM OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, IN CLASS 41 (U.S. CL. 107).

FIRST USE 11-0-1983; IN COMMERCE 11-0-1983.

OWNER OF U.S. REG. NO. 1,217,892.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "7" AND THE OUTLINE OF

THE UNIFORM, APART FROM THE MARK AS SHOWN.

THE DRAWING IS LINED FOR THE COLORS NAVY BLUE AND ORANGE.

THE DRAWING IS A TWO-DIMENSIONAL REPRESENTATION OF THE MARK, WHICH CONSISTS OF THE DESIGN ELEMENTS AND COLOR COMBINATIONS APPEARING ON A THREE-DIMENSIONAL FOOTBALL UNIFORM WORN BY PLAYERS IN APPLICANT'S GAMES AND EXHIBITIONS.

SER. NO. 73-786,262, FILED 3-13-1989.

TERRY ELLEN HOLTZMAN, EXAMINING ATTORNEY

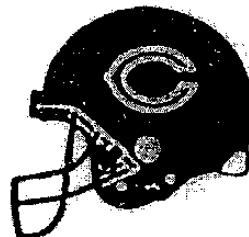
Int. Cls.: 16 and 25

Prior U.S. Cls.: 37, 38 and 39

Reg. No. 1,747,093

United States Patent and Trademark Office Registered Jan. 19, 1993

TRADEMARK
PRINCIPAL REGISTER



CHICAGO BEARS FOOTBALL CLUB, INC. (ILLINOIS CORPORATION)
250 N. WASHINGTON ROAD
LAKE FOREST, IL 60045

FOR: TRADING CARDS, POSTERS, MAGAZINES, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, BOOKS, POSTERBOOKS, NOTE-PADS, PAPER PLATES, PAPER CUPS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 37 AND 38).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS,

BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, BRACES, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NOS. 952,439, 960,133, AND 1,072,395.

SER. NO. 74-276,867, FILED 5-15-1992.

DOMINICK J. SALEM, EXAMINING ATTORNEY

Int. Cls.: 16 and 25

Prior U.S. Cls.: 37, 38 and 39

United States Patent and Trademark Office

Reg. No. 1,803,222
Registered Nov. 9, 1993

TRADEMARK
PRINCIPAL REGISTER

CHICAGO BEARS

CHICAGO BEARS FOOTBALL CLUB, INC. (ILLINOIS CORPORATION)
250 N. WASHINGTON ROAD
LAKE FOREST, IL 60045

FOR: TRADING CARDS, POSTERS, MAGAZINES, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, BOOKS, POSTERBOOKS, NOTE-PADS, PAPER PLATES, PAPER CUPS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 37 AND 38).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS,

PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, BRACES, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NOS. 952,441 AND 960,131.

SEC. 2(F) AS TO "CHICAGO".

SER. NO. 74-276,866, FILED 5-15-1992.

DOMINICK J. SALEMI, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 940,763

Registered Aug. 8, 1972

Renewal Term Begins Aug. 8, 1992

SERVICE MARK
PRINCIPAL REGISTER

BENGALS

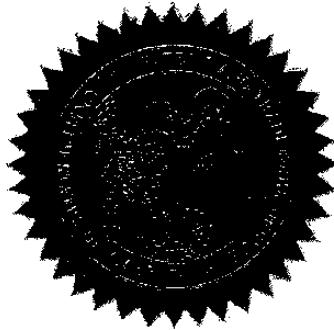
CINCINNATI BENGALS, INC. (OHIO
CORPORATION)
200 RIVERFRONT STADIUM
CINCINNATI, OH 45202

FOR: ENTERTAINMENT SERVICES
IN THE FORM OF PROFESSIONAL

FOOTBALL GAME COMPETITION, IN
CLASS 107 (INT. CL. 41).

FIRST USE 9-27-1967; IN COMMERCE
9-27-1967.

SER. NO. 72-392,213, FILED 5-17-1971.



*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on May 11, 1993.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

Reg. No. 1,071,979

United States Patent and Trademark Office

Registered Aug. 23, 1977

10 Year Renewal

Renewal Term Begins Aug. 23, 1997

**SERVICE MARK
PRINCIPAL REGISTER**

CINCINNATI BENGALS

CINCINNATI BENGALS, INC. (OHIO
CORPORATION)
ONE BENGALS DRIVE
CINCINNATI, OH 45204

OWNER OF U.S. REG. NOS. 940,763
AND 940,764.

WITHOUT WAIVING ITS COMMON
LAW RIGHTS, APPLICANT DISCLAIMS
THE RIGHT TO THE EXCLUSIVE USE
OF THE GEOGRAPHICALLY DESCRIPT-

TIVE WORD "CINCINNATI" APART
FROM THE MARK AS SHOWN.

FOR: EDUCATIONAL AND ENTER-
TAINMENT SERVICES IN THE FORM
OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, IN CLASS
41 (U.S. CL. 107).

FIRST USE 9-27-1967; IN COMMERCE
9-27-1967.

SER. NO. 73-106,056, FILED 11-10-1976.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Feb. 17, 1998.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

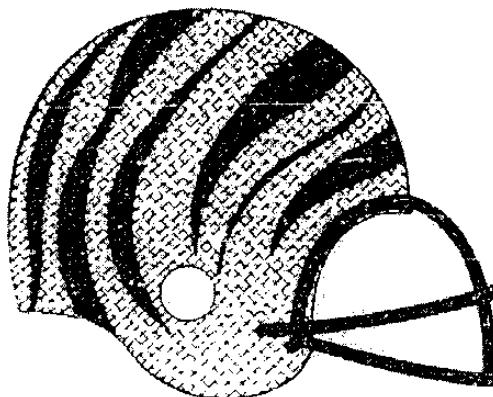
Prior U.S. Cl.: 107

Reg. No. 1,207,580

Registered Sep. 7, 1982

United States Patent and Trademark Office

SERVICE MARK
Principal Register



REGISTERED FOR A TERM OF 20 YEARS FROM Sep. 7, 1982

COMB. AFF. SEC. 8 & 15

Cincinnati Bengals, Inc. (Ohio Corporation)
200 Riverfront Stadium
Cincinnati, Ohio 45202

For: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND SERVICES in CLASS 41 (U.S. Cl.
107)

First use Dec. 15, 1980; in commerce Dec. 15,
1980.

Owner of U.S. Reg. Nos. 940,763, 940,764 and

1,071,979

No claim is made to exclusive use of the design of
a helmet apart from the mark as shown.

The drawing is lined for the colors orange and
black.

Ser. No. 300,420, filed Mar. 9, 1981

MARTIN MARKS, Primary Examiner

WILLIAM WEINSTEIN, Examiner

CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION
WHICH IS IN FULL FORCE AND EFFECT WITH NOTATION
OF ALL STATUTORY ACTIONS TAKEN THEREON, AS DIS-
CLOSED BY THE RECORDS OF THE UNITED STATES PATENT
AND TRADEMARK OFFICE. SAID RECORDS SHOW TITLE

Attest

TO BE IN: Registrant

DEC 22 1982
Attesting Officer

Acting Commissioner of Patents and Trademarks

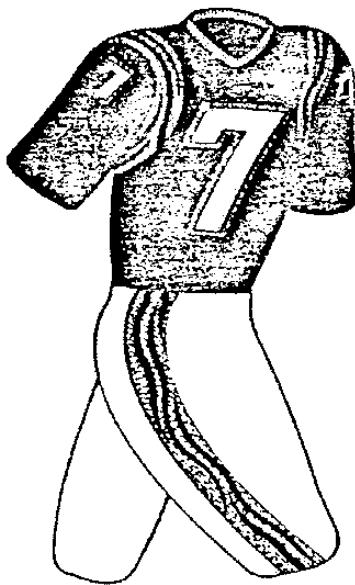
Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,225,466
Registered Jan. 25, 1983

SERVICE MARK
Principal Register



*sections
8 & 15
filed &
accepted*

the mark as shown.

The drawing is lined for the color orange.

The drawing is two-dimensional representation of the mark, which consists of the design elements and color combinations appearing on a three-dimensional football uniform worn by players in applicant's game and exhibitions.

Ser. No. 353,888, filed Mar. 10, 1982.

MARTIN MARKS, Examining Attorney

Cincinnati Bengals, Inc. (Ohio corporation)
200 Riverfront Stadium
Cincinnati, Ohio 45202

For ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.
Cl. 107).

First use Aug. 29, 1981; in commerce Aug. 29,

1981.
Owner of U.S. Reg. Nos. 940,763, 940,764 and
1,071,979.

No claim is made to the exclusive use of the
numerical "7" or the outline of the uniform apart from

Int. Cl. 41

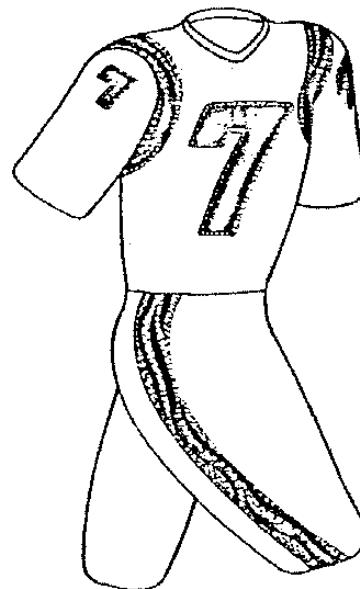
Prior U.S. Cl. 107

United States Patent and Trademark Office

Reg. No. 1,231,427

Registered Mar. 15, 1983

SERVICE MARK
Principal Register



Sections 8 & 15
Affidavit filed
& accepted

Cincinnati Bengals, Inc. (Ohio corporation)
200 Riverfront Stadium
Cincinnati, Ohio 45202

For: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.
Cl. 107).

First use Aug. 8, 1981; in commerce Aug. 8, 1981.
Owner of U.S. Reg. Nos. 940,763, 940,764 and
others.

No claim is made to the exclusive right to use the

numeral "7" or the outline of the uniform, apart from
the mark as shown.

The drawing is lined for the color orange.

The drawing is two-dimensional representation of
the mark, which consists of the design elements and
color combinations appearing on a three-dimensional
football uniform worn by players in applicant's games
and exhibitions.

Ser. No. 353,922, filed Mar. 10, 1982.

MARTIN MARKS, Examining Attorney

Int. Cls.: 16 and 25

Prior U.S. Cls.: 22, 37, 38, 39 and 50

Reg. No. 1,861,765

United States Patent and Trademark Office Registered Nov. 8, 1994

TRADEMARK
PRINCIPAL REGISTER

CINCINNATI BENGALS

CINCINNATI BENGALS, INC. (OHIO CORPORATION)
200 RIVERFRONT STADIUM
CINCINNATI, OH 45202

FOR: TRADING CARDS, POSTERS, MAGAZINES AND BOOKS REGARDING FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, POSTERBOOKS, NOTEBOOKS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 22, 37, 38 AND 50).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS,

PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, BRACES, CLOTH BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 2-0-1970; IN COMMERCE 2-0-1970.

OWNER OF U.S. REG. NOS. 940,763, 940,764, AND 1,071,979.

SEC. 2(F).

SER. NO. 74-300,707, FILED 8-3-1992.

LAVERNE PREDDIE, EXAMINING ATTORNEY

Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39 and 50

Reg. No. 1,969,197

United States Patent and Trademark Office Registered Apr. 23, 1996

TRADEMARK
PRINCIPAL REGISTER



CINCINNATI BENGALS, INC. (OHIO CORPORATION)
200 RIVERFRONT STADIUM
CINCINNATI, OH 45202

FOR: TRADING CARDS, POSTERS, MAGAZINES RELATING TO FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, BOOKS RELATING TO FOOTBALL, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEAD-

BANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, SUSPENDERS, CLOTH BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 2-0-1970; IN COMMERCE 2-0-1970.

OWNER OF U.S. REG. NO. 1,207,580.

SER. NO. 74-493,058, FILED 2-22-1994.

CRAIG D. TAYLOR, EXAMINING ATTORNEY

Int. Cl.: 16

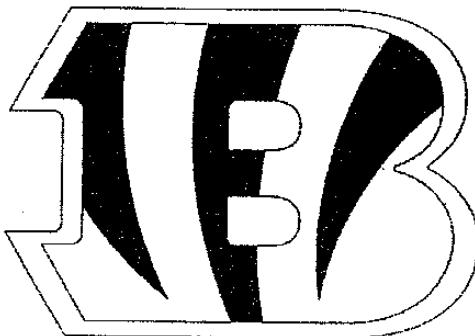
Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

United States Patent and Trademark Office

Reg. No. 3,130,659

Registered Aug. 15, 2006

TRADEMARK
PRINCIPAL REGISTER



CINCINNATI BENGALS, INC. (OHIO CORPORATION)
ONE PAUL BROWN STADIUM
CINCINNATI, OH 45202

FOR: POSTERS, CALENDARS, TRADING CARDS, SERIES OF BOOKS RELATING TO FOOTBALL, MAGAZINES RELATING TO FOOTBALL, NEWSLETTERS RELATING TO FOOTBALL, NOTE-PADS, STICKERS, BUMPER STICKERS, CREDIT CARDS WITHOUT MAGNETIC CODING, PAPER PENNANTS AND GREETING CARDS; PRINTED TICKETS TO SPORTS GAMES AND EVENTS; NON-MAGNETICALLY CODED PREPAID PHONE CARDS, PENS AND PENCILS, PENCIL CASES, RUB ON DECORATIVE TRANSFERS, NOTE PA-

PER, PICTORIAL PRINTS, PICTURE POSTCARDS, ART PICTURES, STATIONERY, ENVELOPES, STATIONERY-TYPE PORTFOLIOS, WRAPPING PAPER, PAPER TABLE CLOTHS, PAPER NAPKINS, PAPER GIFT CARDS, PAPER GIFT BAGS, PAPER DECORATIONS, COLLECTIBLE CARDS; SOUVENIR PROGRAMS FOR SPORTS EVENTS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 7-15-2004; IN COMMERCE 7-15-2004.

SN 78-390,160, FILED 3-24-2004.

MARIE MILONE, EXAMINING ATTORNEY

Int. Cl.: 9

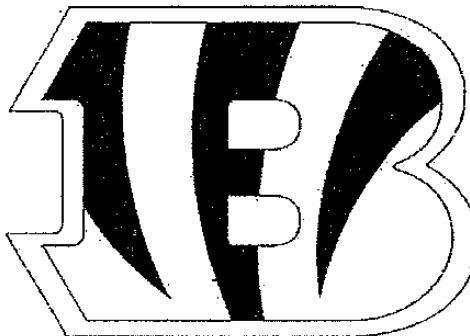
Prior U.S. Cls.: 21, 23, 26, 36, and 38

United States Patent and Trademark Office

Reg. No. 3,130,660

Registered Aug. 15, 2006

TRADEMARK
PRINCIPAL REGISTER



CINCINNATI BENGALS, INC. (OHIO CORPORATION)
ONE PAUL BROWN STADIUM
CINCINNATI, OH 45202

PUTER MOUSE PADS, SUNGLASSES, IN CLASS 9
(U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 7-15-2004; IN COMMERCE 7-15-2004.

THE MARK CONSISTS OF STYLIZED B WITH
TIGER STRIPES.

SN 78-390,183, FILED 3-24-2004.

MARCIE MILONE, EXAMINING ATTORNEY

ted
(or
wal
the
15

Int. Cl.: 25

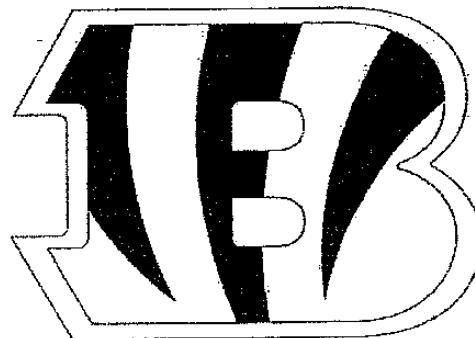
Prior U.S. Cls.: 22 and 39

Reg. No. 3,130,661

Registered Aug. 15, 2006

United States Patent and Trademark Office

TRADEMARK
PRINCIPAL REGISTER



CINCINNATI BENGALS, INC. (OHIO CORPORATION)
ONE PAUL BROWN STADIUM
CINCINNATI, OH 45202

WEAR, NAMELY, PAJAMAS, KNIT HATS AND
CAPS, SCARVES, APRONS, EAR MUFFS, UNDER-
WEAR, SOCKS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 5-15-2004; IN COMMERCE 5-15-2004.

THE MARK CONSISTS OF STYLIZED B WITH
TIGER STRIPES.

SN 78-390,189, FILED 3-24-2004.

MARCIE MILONE, EXAMINING ATTORNEY

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Int. Cl. 41

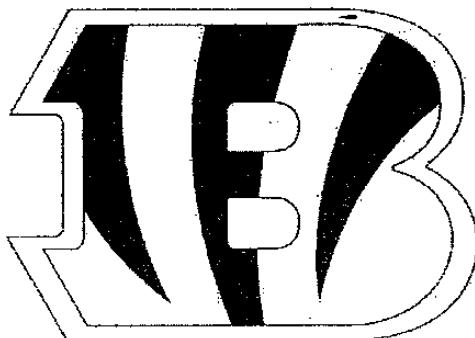
Prior U.S. Cls.: 100, 101, and 107

United States Patent and Trademark Office

Reg. No. 3,130,662

Registered Aug. 15, 2006

**SERVICE MARK
PRINCIPAL REGISTER**



CINCINNATI BENGALS, INC. (OHIO CORPORATION)
ONE PAUL BROWN STADIUM
CINCINNATI, OH 45202

FOR: EDUCATION AND ENTERTAINMENT SERVICES IN THE NATURE OF ORGANIZING AND PRESENTING PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVIDING SPORTS AND ENTERTAINMENT INFORMATION VIA A GLOBAL COMPUTER NETWORK OR A COMMERCIAL ON-LINE SERVICE; ORGANIZATION OF SPORTS EVENTS; FAN CLUB SERVICES; EDUCATIONAL SERVICES, NAMELY, PHYSICAL EDUCATION PROGRAMS AND SEMINARS IN THE FIELD OF FOOTBALL; PRODUCTION OF RADIO AND TELEVISION PROGRAMS, FOOTBALL GAMES, EXHIBITIONS, COMPETITIONS AND MUSICAL, AND DANCE PERFORMANCES PERFORMED BE-

FORE LIVE AUDIENCES AND BROADCAST VIA TELEVISION, CABLE TELEVISION, SATELLITE TELEVISION AND RADIO BROADCAST; PRODUCING AND DISTRIBUTING AUDIO VISUAL AND MULTI-MEDIA PRESENTATIONS REGARDING THE SPORT OF FOOTBALL VIA A GLOBAL COMMUNICATIONS NETWORK, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 5-15-2004; IN COMMERCE 5-15-2004.

THE MARK CONSISTS OF STYLIZED B WITH TIGER STRIPES.

SN 78-390,200, FILED 3-24-2004.

MARIE MILONE, EXAMINING ATTORNEY

Int. Cl.: 41

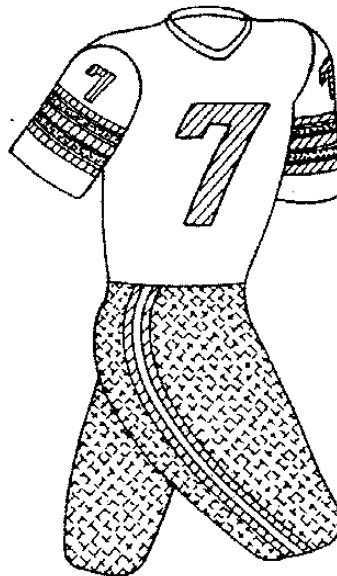
Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,217,893

Registered Nov. 23, 1982

SERVICE MARK
Principal Register



*Sections 8 & 15
Affidavits filed
and accepted*

Cleveland Browns, Inc. (Delaware corporation)
Cleveland Stadium
Cleveland, Ohio 44114

For: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.
Cl. 107).

First use Aug. 10, 1975; in commerce Aug. 10,
1975.

Owner of U.S. Reg. No. 836,116.

No claim is made to the exclusive use of the

numeral "7" or the outline of the uniform apart from
the mark as shown.

The mark is lined for the colors seal brown and
orange. The drawing is a two-dimensional
representation of the mark, which consists of the
design elements and color combinations appearing on
a three-dimensional football uniform worn by players
in applicant's games and exhibitions.

Sec. 2(f).

Ser. No. 336,728, filed Nov. 12, 1981.

CRAIG R. GILBERT, Examining Attorney

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,224,596

Registered Jan. 18, 1983

SERVICE MARK
Principal Register



*Sections 3 & 15
Opponents filed
& accepted*

Cleveland Browns, Inc. (Delaware corporation)
Cleveland Stadium
Cleveland, Ohio 44114

For: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.
Cl. 107).

First use Aug. 16, 1975; in commerce Aug. 16,
1975.

Owner of U.S. Reg. No. 836,116.

No claim is made to the exclusive use of the
numeral "7" or the outline of the uniform apart from

the mark as shown.

The mark is lined for the colors brown and
orange.

The drawing is a two-dimensional representation
of the mark, which consists of the design elements
and color combinations appearing on a three-
dimensional football uniform worn by players in
applicant's games and exhibitions.

Sec. 2(f).

Ser. No. 336,727, filed Nov. 12, 1981.

PETER T. GELISSEN, Examiner

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,226,244
Registered Feb. 1, 1983

SERVICE MARK
Principal Register

BROWNS

Cleveland Browns, Inc. (Delaware corporation)
Cleveland Stadium
Cleveland, Ohio 44114

For: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.
Cl. 107).

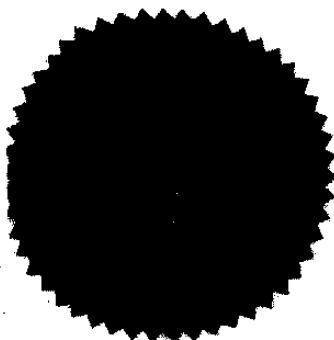
First use Sep. 6, 1946; in commerce Sep. 6, 1946.
Owner of U.S. Reg. No. 836,116.

Ser. No. 321,880, filed Aug. 3, 1981.

DAVID SOROKA, Examining Attorney

REGISTERED FOR A TERM OF 20 YEARS FROM Feb. 1, 1983

COMB. AFF. SEC. 8 & 15



Attest

DEC 15 1992
Attesting Officer
James W. Austin

CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION
WHICH IS IN FULL FORCE AND EFFECT WITH NOTATION
OF ALL STATUTORY ACTIONS TAKEN THEREON, AS DIS-
CLOSED BY THE RECORDS OF THE UNITED STATES PATENT
AND TRADEMARK OFFICE. SAID RECORDS SHOW TITLE
TO BE IN: Registrant

A handwritten signature in black ink, appearing to read "James W. Austin".

Acting Commissioner of Patents and Trademarks

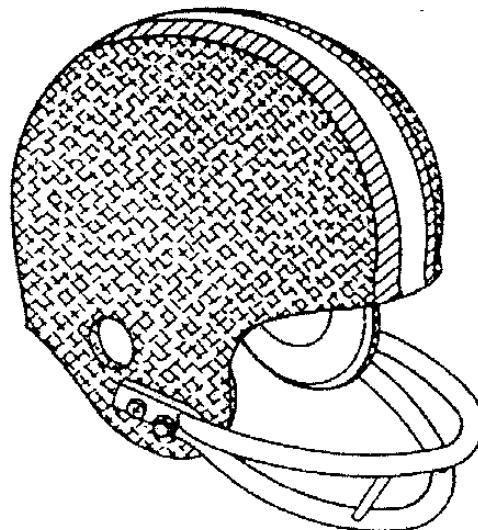
Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,262,689
Registered Dec. 27, 1983

SERVICE MARK
Principal Register



The Cleveland Browns, Inc. (Delaware corporation)
Cleveland Stadium
Cleveland, Ohio 44114

For: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.
Cl. 107).

First use Aug. 6, 1965; in commerce Aug. 6, 1965.
No claim is made to the exclusive right to use the
pictorial representation of the outline of a football

helmet, apart from the mark as shown.

The drawing is lined for the colors orange &
brown.

Ser. No. 372,264, filed Jun. 29, 1982.

MARTIN MARKS, Examining Attorney

Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 37, 38, 39 and 50

United States Patent and Trademark Office Reg. No. 1,863,677
Registered Nov. 22, 1994

**TRADEMARK
PRINCIPAL REGISTER**

CLEVELAND BROWNS

CLEVELAND BROWNS, INC. (DELAWARE
CORPORATION)
BOX 679
80 FIRST AVENUE
BEREA, OH 440170679

FOR: TRADING CARDS, POSTERS, MAGAZINES AND BOOKS REGARDING FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 37, 38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS,

BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, BRACES, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NOS. 836,116 AND 1,226,244.

SEC. 2(F).

SER. NO. 74-300,704, FILED 8-3-1992.

JEFFREY SMITH, EXAMINING ATTORNEY

Int. Cls.: 16 and 25

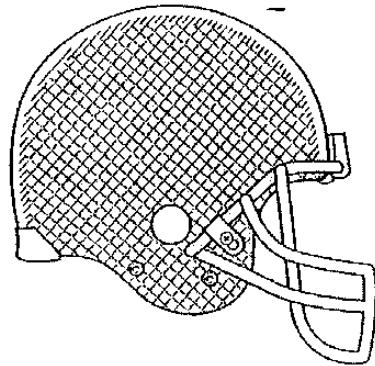
Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39 and 50

United States Patent and Trademark Office

Reg. No. 2,012,986

Registered Nov. 5, 1996

**TRADEMARK
PRINCIPAL REGISTER**



CLEVELAND BROWNS, INC. (DELAWARE
CORPORATION)
BOX 679, 80 FIRST AVENUE
BEREA, OH 440170679

FOR: TRADING CARDS, POSTERS, MAGAZINES RELATING TO FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, BOOKS RELATING TO FOOTBALL, POSTERBOOKS, NOTEPADS, PARTY PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR, NAMELY COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS,

BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, SUSPENDERS, CLOTH BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NO. 1,262,689.

THE DRAWING IS LINED FOR THE COLORS ORANGE AND BROWN.

SER. NO. 74-493,057, FILED 2-22-1994.

MICHAEL LEVY, EXAMINING ATTORNEY

United States Patent Office

841,044
Registered Dec. 19, 1967

PRINCIPAL REGISTER Service Mark

Ser. No. 250,218, filed July 14, 1966

DALLAS COWBOYS

Dallas Cowboys Football Club, Inc. (Texas corporation)
5738 N. Central Expressway
Dallas, Tex.

For: ENTERTAINMENT SERVICES — NAMELY,
FOOTBALL EXHIBITIONS RENDERED LIVE IN
STADIA AND THROUGH THE MEDIA OF RADIO
AND TELEVISION BROADCASTS—in CLASS 107.

First use Apr. 15, 1960; in commerce Apr. 15, 1960.
Applicant disclaims the word "Dallas," apart from the
mark as shown.

J. BREEN, Examiner.

Renewed: 1987

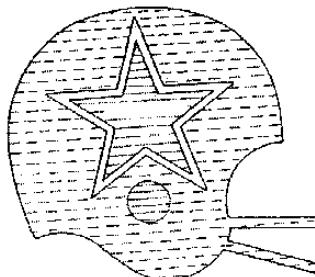
Int. Cl. 41

Prior U.S. Cl. 107

United States Patent and Trademark Office
10 Year Renewal

Reg. No. 893,942
Registered June 30, 1970
Renewal Approved June 20, 1990

SERVICE MARK
PRINCIPAL REGISTER



DALLAS COWBOYS FOOTBALL CLUB,
LTD. (TEXAS LIMITED PARTNER-
SHIP)
ONE COWBOYS PARKWAY
IRVING, TX 75063, ASSIGNEE OF
DALLAS COWBOYS FOOTBALL
CLUB, INC. (TEXAS CORPORATION)
DALLAS, TX

THE DRAWING IS LINED TO INDICATE THE COLORS BLUE AND SILVER

FOR: ENTERTAINMENT SERVICES—
NAMELY, FOOTBALL EXHIBITIONS
RENDERED LIVE IN STADIUMS AND
THROUGH THE MEDIA OF RADIO
AND TELEVISION BROADCAST, IN
CLASS 107 (INT. CL. 41).

FIRST USE 0-0-1962; IN COMMERCE
0-0-1963.

SER. NO. 72-341,895, FILED 10-28-1969.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on July 31, 1990.*

COMMISSIONER OF PATENTS AND TRADEMARKS

United States Patent Office

897,133

Registered Aug. 18, 1970

PRINCIPAL REGISTER Service Mark

Ser. No. 341,894, filed Oct. 28, 1969

COWBOYS

Dallas Cowboys Football Club, Inc. (Texas corporation)
6116 N. Central Expressway
Dallas, Tex. 75206

For: ENTERTAINMENT SERVICES—NAMELY,
FOOTBALL EXHIBITIONS RENDERED LIVE IN
STADIUM AND THROUGH THE MEDIA OF RA-
DIO AND TELEVISION BROADCASTS—in CLASS
107 (INT. CL. 41).

First use Apr. 1, 1960; in commerce Apr. 1, 1960.
Owner of Reg. No. 841,044.

M. H. MARKS, Examiner

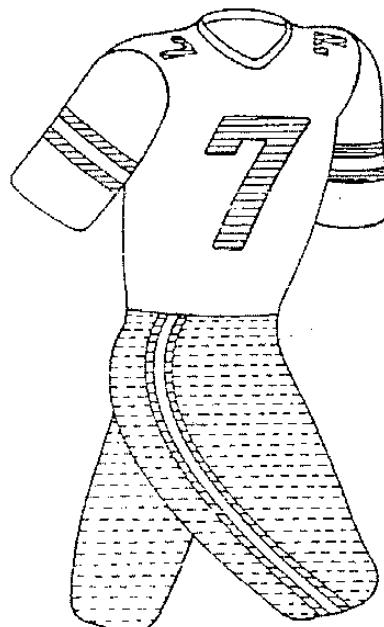
Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,246,625
Registered Jul. 26, 1983

SERVICE MARK
Principal Register



Dallas Cowboys Football Club, Inc. (Texas
corporation)
6116 N. Central Expressway
Dallas, Tex. 75206

For: ENTERTAINMENT SERVICES—NAME-
LY, ORGANIZING AND CONDUCTING PRO-
FESSIONAL FOOTBALL GAMES AND
EXHIBITIONS, in CLASS 41 (U.S. CL. 107).

First use Aug. 15, 1964, in commerce Aug. 15.

1964.

Owner of U.S. Reg. No. 893,942 and others.

No claim is made to the exclusive right to use the
outline of a football uniform and the numeral "7",
apart from the mark as shown.

The drawing is lined for the color silver blue
Sec. 2(f).

Serial No. 363,719, filed May 10, 1982.

CARLISLE WALTERS, Examining Attorney

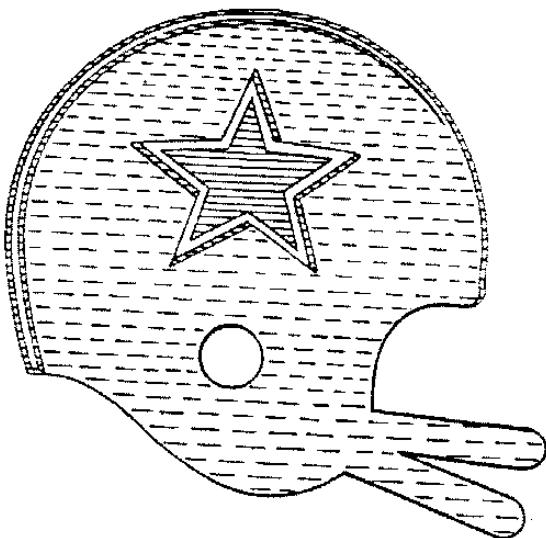
Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,398,001
Registered June 17, 1986

**SERVICE MARK
PRINCIPAL REGISTER**



DALLAS COWBOYS FOOTBALL CLUB, LTD.,
THE (TEXAS LIMITED PARTNERSHIP)
6116 N. CENTRAL EXPRESSWAY
DALLAS, TX 75206

FOR: ENTERTAINMENT SERVICES IN THE
FORM OF FOOTBALL GAMES AND EXHIBI-
TIONS, IN CLASS 41 (U.S. CL. 107).
FIRST USE 4-15-1960; IN COMMERCE
4-15-1960.
OWNER OF U.S. REG. NO. 893,942.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE THE REPRESENTATION OF
THE OUTLINE OF THE FOOTBALL HELMET,
APART FROM THE MARK AS SHOWN.

THE DRAWING IS LINED FOR THE
COLORS SILVER AND BLUE.

SER. NO. 533,507, FILED 4-22-1985.

DAVID A. HERDMAN, EXAMINING ATTOR-
NEY

Int. Cls.: 16 and 25

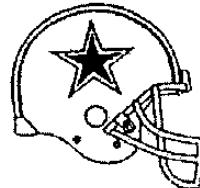
Prior U.S. Cls.: 2, 37, 38, 39 and 50

Reg. No. 2,358,931

United States Patent and Trademark Office

Registered June 20, 2000

**TRADEMARK
PRINCIPAL REGISTER**



DALLAS COWBOYS FOOTBALL CLUB, LTD.
(TEXAS LIMITED PARTNERSHIP)
ONE COWBOYS PARKWAY
IRVING, TX 750634727

FOR: TRADING CARDS, POSTERS, MAGAZINES
RELATING TO FOOTBALL, POSTCARDS, CALENDAR,
WRAPPING PAPER, PAPER GIFT BOXES,
PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS,
BOOKS RELATING TO FOOTBALL, BOOKS OF
DETACHABLE POSTERS RELATING TO FOOTBALL,
NOTEBOOKS, PAPER PARTY HATS AND
GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 37,
38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.
FOR: MEN'S, WOMEN'S AND CHILDREN'S
CLOTHING AND FOOTWEAR; NAMELY, COACHES
CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL

CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT
FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS,
TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS,
SWEATSHIRTS, JACKETS, NECKTIES, SUS-
PENDERS, CLOTH BIBS, JERSEYS, NIGHT SHIRTS,
COATS, ROBES, RAINCOATS, PARKAS, PONCHOS,
SNEAKERS, GLOVES, SCARVES, SNOW SUITS,
MITTENS, APRONS, DOWN JACKETS, LEATHER
JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS,
KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS
AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).
FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.
OWNER OF U.S. REG. NOS. 893,942 AND
1,398,001.

SER. NO. 74-318,689, FILED 8-3-1992.

SCOTT GOODPASTER, EXAMINING ATTORNEY

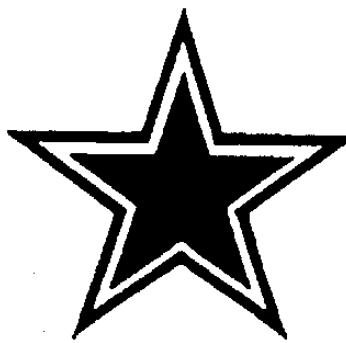
Int. Cls.: 35, 36, 38 and 41

Prior U.S. Cls.: 100, 101, 102, 104 and 107

United States Patent and Trademark Office

Reg. No. 2,984,690
Registered Aug. 16, 2005

SERVICE MARK
PRINCIPAL REGISTER



DALLAS COWBOYS FOOTBALL CLUB, LTD.
(TEXAS LIMITED PARTNERSHIP)
ONE COWBOYS PARKWAY
IRVING, TX 750634727

FOR: ONLINE RETAIL STORE SERVICES FEATURING A WIDE VARIETY OF GENERAL MERCHANDISE PRODUCTS; PROMOTING PUBLIC AWARENESS AS TO THE NEED FOR COMMUNITY INVOLVEMENT IN CHARITIES AND CHARITABLE FUNDRAISING BY HOSTING AND SPONSORING CHARITY EVENTS; ADVERTISING SERVICES, NAMELY, PROMOTING THE GOODS AND SERVICES OF OTHERS VIA A WEB SITE ON THE INTERNET, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: CHARITABLE FUNDRAISING SERVICES; REAL ESTATE INVESTMENT, REAL ESTATE MORTGAGE BROKERAGE AND REAL ESTATE BROKERAGE SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: PROVIDING MULTIPLE-USER ACCESS TO INTERACTIVE COMPUTER DATABASES IN THE FIELDS OF ATHLETICS AND ATHLETIC COMPETITIONS; PROVIDING COMPUTER BULLETIN BOARDS AND REAL-TIME CHAT ROOMS FOR TRANSMISSION OF MESSAGES AMONG COMPUTER USERS IN THE FIELD OF ATHLETICS AND

ATHLETIC COMPETITIONS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: EDUCATIONAL AND ENTERTAINMENT SERVICES, NAMELY, PROVIDING PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVIDING SPORTS AND ENTERTAINMENT INFORMATION VIA A GLOBAL COMPUTER NETWORK OR A COMMERCIAL ONLINE SERVICE; FAN CLUBS; ORGANIZATION OF SPORTS AND SPORTS EVENTS; ENTERTAINMENT SERVICES PROVIDED DURING INTERVALS AT SPORTING EVENTS, NAMELY, THEATRICAL, MUSICAL AND MULTIMEDIA PERFORMANCES; ARRANGING AND ORGANIZING OF ATHLETIC COMPETITIONS, PHYSICAL EDUCATIONAL INSTRUCTION AND TRAINING, PRODUCTION OF RADIO AND TELEVISION PROGRAMS; GOLF CLUB SERVICES; PROVIDING ENTERTAINMENT IN THE NATURE OF GOLF TOURNAMENTS; SPORTS CAMPS; PROVIDING FACILITIES FOR SPORTS EXHIBITIONS; PROVIDING FACILITIES FOR RECREATIONAL ACTIVITIES; PROVIDING SPORTS INFORMATION VIA A WEB SITE ON THE INTERNET, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

OWNER OF U.S. REG. NOS. 1,087,850, 2,656,022 AND OTHERS.

SER. NO. 76-582,638, FILED 3-24-2004.

PAUL F. GAST, EXAMINING ATTORNEY

Int. Cls.: 4, 16, 18, 20 and 24

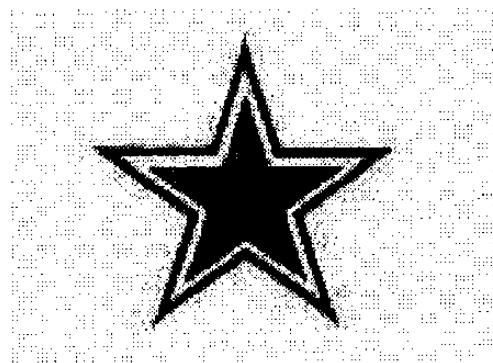
Prior U.S. Cls.: 1, 2, 3, 5, 6, 13, 15, 22, 23, 25, 29, 32, 37, 38, 41, 42 and 50

Reg. No. 2,996,639

Registered Sep. 20, 2005

United States Patent and Trademark Office

**TRADEMARK
PRINCIPAL REGISTER**



DALLAS COWBOYS FOOTBALL CLUB, LTD.
(TEXAS LIMITED PARTNERSHIP)
ONE COWBOYS PARKWAY
IRVING, TX 750634727

FOR: CANDLES, IN CLASS 4 (U.S. CLS. 1, 6 AND 15).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: STICKERS, NOTE CARDS, PAPER WEIGHTS, AND PENS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: UMBRELLAS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: NON-METAL KEY RINGS, DECORATIVE NON-METALLIC ORNAMENTS, NAMELY, VEHICLE ANTENNA TOPPERS, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: TOWELS, FABRIC FLAGS, AND COMFORTERS, IN CLASS 24 (U.S. CLS. 42 AND 50).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

OWNER OF U.S. REG. NOS. 1,087,850, 2,656,022 AND OTHERS.

THE MARK CONSISTS OF A STAR WITH A BORDER DESIGN.

SER. NO. 76-582,640, FILED 3-24-2004.

STEVEN JACKSON, EXAMINING ATTORNEY

Int. Cls.: 9, 12, 20, 21, 27 and 28

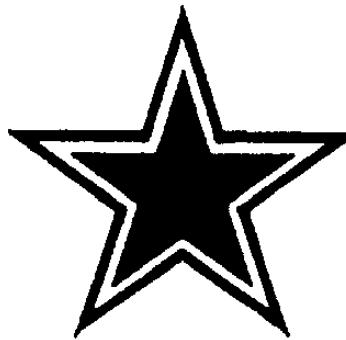
Prior U.S. Cls.: 2, 13, 19, 20, 21, 22, 23, 25, 26, 29, 30, 31, 32, 33, 35, 36, 37, 38, 40, 42, 44 and 50

Reg. No. 3,094,659

Registered May 23, 2006

United States Patent and Trademark Office

**TRADEMARK
PRINCIPAL REGISTER**



DALLAS COWBOYS FOOTBALL CLUB, LTD.
(TEXAS LIMITED PARTNERSHIP)
ONE COWBOYS PARKWAY
IRVING, TX 750634727

FOR: FOOTBALL HELMETS; TAPE RULERS, IN
CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: LICENSE PLATE FRAMES; FITTED SUN-
SHADES FOR VEHICLES; FITTED TRAILER HITCH
COVERS, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35
AND 44).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: ACRYLIC DISPLAY CASES; PLASTIC NO-
VELTY LICENSE PLATES, IN CLASS 20 (U.S. CLS. 2,
13, 22, 25, 32 AND 50).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: BEVERAGE GLASSWARE; NON-METAL
PIGGY BANKS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29,
30, 33, 40 AND 50).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: FLOOR MATS FOR VEHICLES, IN CLASS 27
(U.S. CLS. 19, 20, 37, 42 AND 50).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: TOY CARS, TOY BALLS, TOY HELMETS,
FOOTBALLS, GOLF ACCESSORIES, NAMELY,
BALLS, TEES, BALL MARKERS AND BALL REPAIR
DEVICES, GOLF CLUB COVERS, DOLLS, SOCCER
BALLS, DOMINOES AND TOY TRAINS, IN CLASS
28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

OWNER OF U.S. REG. NOS. 1,087,850, 2,656,022
AND OTHERS.

THE MARK CONSISTS OF A STAR WITH A
BORDER DESIGN.

SER. NO. 76-582,639, FILED 3-24-2004.

KATHLEEN M. VANSTON, EXAMINING ATTOR-
NEY

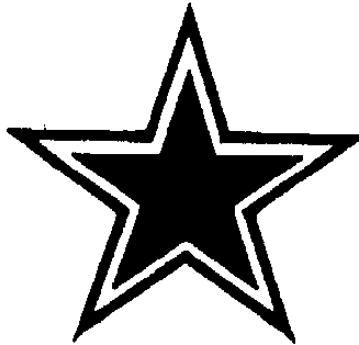
Int. Cls.: 11, 14 and 25

Prior U.S. Cls.: 2, 13, 21, 22, 23, 27, 28, 31, 34, 39 and 50

United States Patent and Trademark Office

Reg. No. 3,097,072
Registered May 30, 2006

TRADEMARK
PRINCIPAL REGISTER



DALLAS COWBOYS FOOTBALL CLUB, LTD.
(TEXAS LIMITED PARTNERSHIP)
ONE COWBOYS PARKWAY
IRVING, TX 750634727

FOR: ELECTRIC NIGHT LIGHTS, LAMPS, AND
BLINKING NOVELTY LIGHTS, IN CLASS 11 (U.S.
CLS. 13, 21, 23, 31 AND 34).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: ORNAMENTAL PINS, JEWELRY, NECKLACES,
CLOCKS AND WATCHES, IN CLASS 14 (U.S.
CLS. 2, 27, 28 AND 50).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: HATS, CAPS, VISORS, HEADBANDS,
GLOVES, SHIRTS, T-SHIRTS, POLO SHIRTS,
SHORTS, PANTS, JACKETS, SWEAT SUITS, COATS,
SWEATSHIRTS, OVERALLS, GIRL CHEERLEADER

UNIFORMS, INFANT APPAREL, NAMELY, INFANT T-SHIRTS, ROMPERS, CREEPERS, FLEECE SETS COMPRISING FLEECE TOPS AND BOTTOMS, JERSEYS, CHEERLEADING SETS COMPRISING SKIRTS, SHIRTS AND VESTS, INFANT AND TODDLER ONE PIECE CLOTHING, WIND SUITS AND PAJAMAS, MASKS, NAMELY, SLEEP MASKS AND SKI MASKS, AND PONCHOS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

OWNER OF U.S. REG. NOS. 2,358,931, 2,770,630
AND OTHERS.

THE MARK CONSISTS OF A STAR WITH A BORDER DESIGN.

SER. NO. 76-582,641, FILED 3-24-2004.

STEVEN JACKSON, EXAMINING ATTORNEY

Int. Cl. 41

Prior U.S. Cl. 107

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 921,748

Registered Oct. 5, 1971

Renewal Term Begins Oct. 5, 1991

**SERVICE MARK
PRINCIPAL REGISTER**

DENVER BRONCOS

PDB SPORTS, LTD. (COLORADO LIMITED PARTNERSHIP), DBA DENVER BRONCOS,
13655 EAST DOVE VALLEY PARKWAY
ENGLEWOOD, CO 80112, BY MERGER,
ASSIGNMENT AND CHANGE OF
NAME FROM EMPIRE SPORTS, INC.
(COLORADO CORPORATION)
DENVER, CO

FOR: ENTERTAINMENT SERVICES—
NAMELY, FOOTBALL EXHIBITIONS
RENDERED LIVE IN STADIA AND
THROUGH THE MEDIA OF RADIO
AND TELEVISION BROADCASTS, IN
CLASS 107 (INT. CL. 41).

FIRST USE 1-0-1960; IN COMMERCE
1-0-1960.

SER. NO. 72-362,502, FILED 6-12-1970.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Nov. 12, 1991.*

COMMISSIONER OF PATENTS AND TRADEMARKS

United States Patent Office

921,750
Registered Oct. 5, 1971

PRINCIPAL REGISTER Service Mark

Ser. No. 362,504, filed June 12, 1970

BRONCOS

Empire Sports, Inc. (Colorado corporation)
401 First National Bank Bldg.; 17th and Welton Sts.
Denver, Colo. 80202

For: ENTERTAINMENT SERVICES—NAMELY,
FOOTBALL EXHIBITIONS RENDERED LIVE IN
STADIA AND THROUGH THE MEDIA OF RADIO
AND TELEVISION BROADCASTS—in CLASS 107
(INT. CL. 41).

First use January 1960; in commerce January 1960.

Int. Cls.: 16 and 25

Prior U.S. Cls.: 22, 37, 38, 39 and 50

Reg. No. 1,807,452

United States Patent and Trademark Office Registered Nov. 30, 1993

TRADEMARK
PRINCIPAL REGISTER

DENVER BRONCOS

PDB SPORTS, LTD. (COLORADO LIMITED
PARTNERSHIP), DBA DENVER BRONCOS
13655 EAST DOVE VALLEY PARKWAY
ENGLEWOOD, CO 80112

FOR: TRADING CARDS, POSTERS, MAGAZINES RELATING TO FOOTBALL, POST-CARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, BOOKS RELATING TO FOOTBALL, POSTERBOOKS, NOTEBOOKS, PAPER PARTY HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 22, 37, 38 AND 50).

FIRST USE 9-0-1970; IN COMMERCE
9-0-1970.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEAD-BANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS,

SWEATSHIRTS, JACKETS, NECKTIES, SUSPENDERS, CLOTH BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 2-0-1970; IN COMMERCE
2-0-1970.

OWNER OF U.S. REG. NOS. 921,748 AND
921,750.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "DENVER", APART FROM
THE MARK AS SHOWN.

SER. NO. 74-309,391, FILED 8-31-1992.

PATRICIA HORRALL, EXAMINING ATTORNEY

Int. Cl.: 16

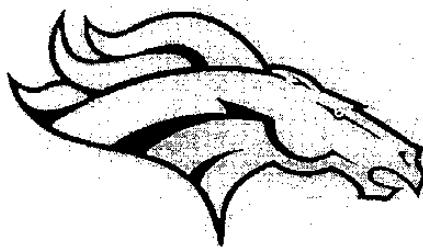
Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 2,175,702

United States Patent and Trademark Office

Registered July 21, 1998

TRADEMARK
PRINCIPAL REGISTER



PDB SPORTS, LTD. (COLORADO LIMITED
PARTNERSHIP), DBA DENVER BRONCOS,
13655 BRONCOS PARKWAY
ENGLEWOOD, CO 80112

FOR: POSTERS, CALENDARS, TRADING
CARDS, BOOKS RELATING TO FOOTBALL,
MAGAZINES RELATING TO FOOTBALL, NO-
TEPADS, STICKERS, BUMPER STICKERS,
PENS AND PENCILS, CREDIT CARDS, PAPER
PENNANTS AND GREETING CARDS, IN

CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND
50).

FIRST USE 2-4-1997; IN COMMERCE
2-4-1997.

OWNER OF U.S. REG. NOS. 921,749, 1,889,821,
AND OTHERS.

SN 75-236,319, FILED 2-4-1997.

MARY ROSSMAN, EXAMINING ATTORNEY

Int. Cl.: 25

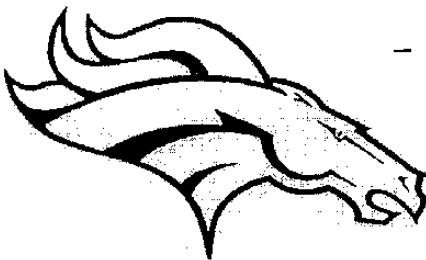
Prior U.S. Cls.: 22 and 39

Reg. No. 2,177,555

United States Patent and Trademark Office

Registered July 28, 1998

TRADEMARK
PRINCIPAL REGISTER



PDB SPORTS, LTD. (COLORADO LIMITED
PARTNERSHIP), DBA DENVER BRONCOS,
13655 BRONCOS PARKWAY
ENGLEWOOD, CO 80112

FOR: MEN'S, WOMEN'S AND CHILDREN'S
CLOTHING, NAMELY, FLEECE TOPS AND
BOTTOMS, CAPS, T-SHIRTS, SWEATSHIRTS,
SHORTS, TANK TOPS, SWEATERS, PANTS,
JACKETS, TURTLENECKS, JUMPSUITS, JER-
SEYS, WARM UP SUITS, SWIMWEAR, WIND
RESISTANT JACKETS, PARKAS, SLEEP-

WEAR, NAMELY, ROBES AND PAJAMAS,
GLOVES, SCARVES, APRONS, FOOTWEAR,
NAMELY, BOOTS, SNEAKERS AND ATHLET-
IC SHOES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 2-0-1997; IN COMMERCE
2-0-1997.

OWNER OF U.S. REG. NOS. 921,749, 1,889,821,
AND OTHERS.

SN 75-236,022, FILED 2-4-1997.

MARY ROSSMAN, EXAMINING ATTORNEY

Int. Cl.: 41

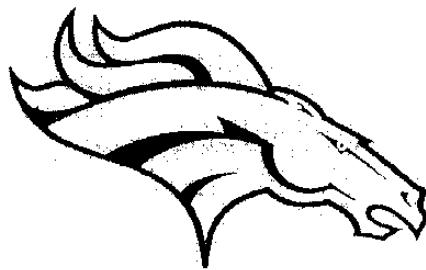
Prior U.S. Cls.: 100, 101, and 107

Reg. No. 2,177,558

United States Patent and Trademark Office

Registered July 28, 1998

**SERVICE MARK
PRINCIPAL REGISTER**



PDB SPORTS, LTD. (COLORADO LIMITED
PARTNERSHIP), DBA DENVER BRONCOS,
13655 BRONCOS PARKWAY
ENGLEWOOD, CO 80112

FIRST USE 2-4-1997; IN COMMERCE
2-4-1997.

OWNER OF U.S. REG. NOS. 921,749, 1,889,821,
AND OTHERS.

FOR: ENTERTAINMENT SERVICES,
NAMELY, PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, IN CLASS 41 (U.S.
CLS. 100, 101 AND 107).

SN 75-236,317, FILED 2-4-1997.

MARY ROSSMAN, EXAMINING ATTORNEY

Int. Cl.: 28

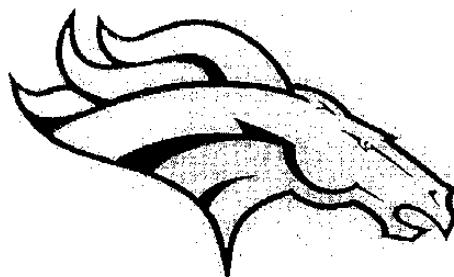
Prior U.S. Cls.: 22, 23, 38, and 50

Reg. No. 2,177,559

United States Patent and Trademark Office

Registered July 28, 1998

TRADEMARK
PRINCIPAL REGISTER



PDB SPORTS, LTD. (COLORADO LIMITED
PARTNERSHIP), DBA DENVER BRONCOS,
13655 BRONCOS PARKWAY
ENGLEWOOD, CO 80112 PDB SPORTS, LTD.
(COLORADO LIMITED PARTNERSHIP),
DBA DENVER BRONCOS,
13655 BRONCOS PARKWAY
ENGLEWOOD, CO 80112

FOR: GOLF BALLS, GOLF BAGS, GOLF
CLUBS, GOLF CLUB COVERS, BOWLING

BALLS, BOWLING BAGS, FOOTBALLS, IN
CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 3-0-1997, IN COMMERCE
3-0-1997.

OWNER OF U.S. REG. NOS. 921,749, 1,889,821,
AND OTHERS.

SN 75-236,320, FILED 2-4-1997.

MARY ROSSMAN, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,369,832

Registered July 25, 2000

**SERVICE MARK
PRINCIPAL REGISTER**



PDB SPORTS, LTD. (COLORADO LIMITED PARTNERSHIP), DBA DENVER BRONCOS
13655 BRONCOS PARKWAY
ENGLEWOOD, CO 80112

FOR: ENTERTAINMENT SERVICES, NAMELY, PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2-4-1997; IN COMMERCE 2-4-1997.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "97" OR THE REPRESENTATION OF THE OUTLINE OF THE UNIFORM JERSEY, APART FROM THE MARK AS SHOWN.

THE MARK IS LINED FOR THE COLORS BLUE AND ORANGE.

THE DRAWING IS A TWO-DIMENSIONAL REPRESENTATION OF THE MARK, WHICH CONSISTS OF THE DESIGN ELEMENTS AND COLOR COMBINATIONS APPEARING ON A THREE-DIMENSIONAL FOOTBALL UNIFORM JERSEY WORN BY PLAYERS IN APPLICANT'S GAMES AND EXHIBITIONS.

SEC. 2(F).

SER. NO. 75-461,447, FILED 4-2-1998.

KARYN RYAN, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,454,969

Registered May 29, 2001

TRADEMARK
PRINCIPAL REGISTER

BRONCOS

PDB SPORTS, LTD. (COLORADO LIMITED
PARTNERSHIP), DBA DENVER BRONCOS
13655 BRONCOS PARKWAY
ENGLEWOOD, CO 80112

FOR: MEN'S, WOMEN'S AND CHILDREN'S
CLOTHING, NAMELY, FLEECE TOPS AND BOT-
TOMS, CAPS, HEADWEAR, T-SHIRTS, SWEAT-
SHIRTS, SHORTS, TANK TOPS, SWEATERS,
PANTS, JACKETS, TURTLENECKS, JUMPSUITS,
GOLF SHIRTS, JERSEYS, WRISTBANDS, WARM
UP SUITS, SWIMWEAR, WIND RESISTANT JACK-
ETS, RAINCOATS, PARKAS, PONCHOS, TIES, SUS-
PENDERS, CLOTH BIBS, SLEEPWEAR, NAMELY,

ROBES, NIGHT SHIRTS AND PAJAMAS, GLOVES,
MITTENS, KNIT HATS, SCARVES, APRONS, HEAD-
BANDS, EAR MUFFS AND UNDERWEAR, IN
CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-30-1970; IN COMMERCE 9-30-1970.

OWNER OF U.S. REG. NO. 1,807,452.

SER. NO. 75-898,554, FILED 1-19-2000.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38 and 50

United States Patent and Trademark Office

Reg. No. 2,600,031

Registered July 30, 2002

TRADEMARK
PRINCIPAL REGISTER

BRONCOS

PDB SPORTS, LTD. (COLORADO LIMITED
PARTNERSHIP), DBA DENVER BRONCOS
13655 BRONCOS PARKWAY
ENGLEWOOD, CO 80112

FOR: TOYS AND SPORTING GOODS, NAMELY,
PLUSH TOYS, STUFFED ANIMALS, PLAY FIG-
URES, GOLF BALLS, GOLF BAGS, BOWLING
BALLS, BOWLING BAGS, FOOTBALLS, BOARD
GAMES RELATING TO FOOTBALL, CHRISTMAS
TREE ORNAMENTS, BALLOONS, JIGSAW PUZ-

ZLES; ALL OF THE AFOREMENTIONED GOODS
TO PROMOTE AN AFFILIATION OR ASSOCIA-
TION WITH A PROFESSIONAL FOOTBALL TEAM,
IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-30-1970; IN COMMERCE 9-30-1970.

SER. NO. 75-898,555, FILED 1-19-2000.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 943,810

Registered Sep. 26, 1972

Renewal Term Begins Sep. 26, 1992

**SERVICE MARK
PRINCIPAL REGISTER**

DETROIT LIONS

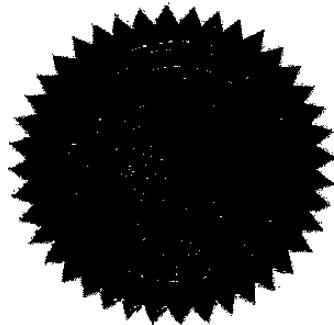
DETROIT LIONS, INC. THE (MICHIGAN CORPORATION)
1200 FEATHERSTONE ROAD
PONTIAC, MI 48307

NO CLAIM TO EXCLUSIVE RIGHTS
IN THE WORD "DETROIT" IS MADE
APART FROM THE MARK.

FOR: PROFESSIONAL FOOTBALL
CLUB ACTIVITIES--NAMELY, FOOTBALL
EXHIBITIONS FOR LIVE, RADIO
AND TELEVISION AUDIENCES, IN
CLASS 107 (INT. CL. 41).

FIRST USE 9-0-1934; IN COMMERCE
9-0-1934.

SER. NO. 72-394,898, FILED 6-15-1971.



*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Aug. 24, 1993.*

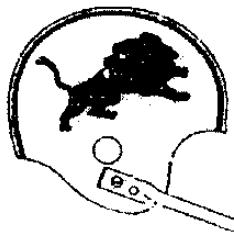
COMMISSIONER OF PATENTS AND TRADEMARKS

United States Patent Office

972,622
Registered Nov. 6, 1973

PRINCIPAL REGISTER Service Mark

Ser. No. 435,656, filed Sept. 14, 1972



The Detroit Lions, Inc. (Michigan corporation)
1401 Michigan Ave.
Detroit, Mich. 48216

For: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL GAMES
AND EXHIBITIONS FOR LIVE, RADIO AND TELE-
VISION AUDIENCES, in CLASS 107 (INT. CL. 41).
First use in or about August 1961; in commerce in or
about August 1961.

No claim to exclusive rights in a descriptive representa-
tion of a football helmet per se is made apart from the
mark as shown.

REGISTERED FOR A TERM OF 20 YEARS FROM
COMB. AFF. SEC. 8 & 15

Nov. 6, 1973

*Renewal
sent*

CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION
WHICH IS IN FULL FORCE AND EFFECT WITH NOTATION
OF ALL STATUTORY ACTIONS TAKEN THEREON, AS DIS-
CLOSED BY THE RECORDS OF THE UNITED STATES PATENT
AND TRADEMARK OFFICE. SAID RECORDS SHOW TITLE
TO BE IN:

Attest

DEC 17 1992

George J. Austin
Attesting Officer

George J. Austin
Register of Copyrights

Attesting Officer, Commissioner of Patents and Trademarks

Int. Cl.: 41

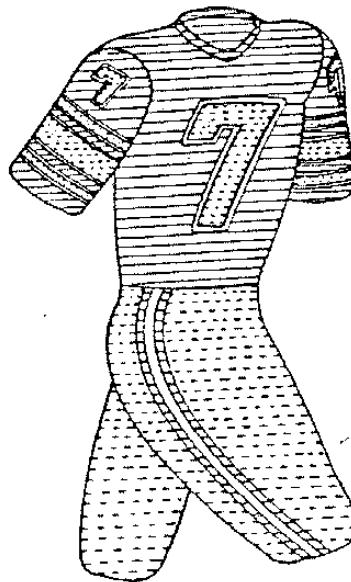
Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,224,582

Registered Jan. 18, 1983

SERVICE MARK
Principal Register



*Sections 3 & 5
Applicant
filed & accepted*

The Detroit Lions, Inc. (Michigan corporation)
Pontiac Silverdome, Box 4200
1200 Featherston Rd.
Pontiac, Mich. 48057

For ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.
Cl. 107).

First use Aug. 4, 1979, in commerce Aug. 4, 1979.
Owner of U.S. Reg. Nos. 943,810, 969,405, 969,407
and 972,622.

No claim is made to the exclusive use of the

numeral "7" or the outline of the uniform apart from
the mark as shown.

The mark is lined for the colors Honolulu blue and
silver.

The drawing is a two-dimensional representation
of the mark, which consists of the design elements
and color combinations appearing on a three-
dimensional football uniform worn by players in
applicant's games and exhibitions.

Sec. 2(f).

Ser. No. 336,689, filed Nov. 12, 1981.

PETER T. GELISSEN, Examiner

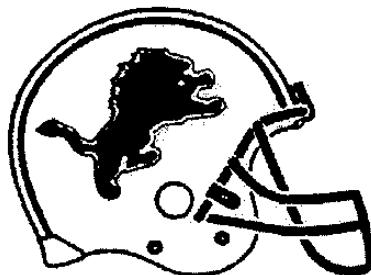
Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 37, 38, 39 and 50

Reg. No. 1,850,662

United States Patent and Trademark Office Registered Aug. 23, 1994

TRADEMARK
PRINCIPAL REGISTER



DETROIT LIONS, INC. (MICHIGAN CORPORATION)
1200 FEATHERSTONE ROAD
PONTIAC, MI 48507

FOR: TRADING CARDS, POSTERS, MAGAZINES RELATING TO FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, BOOKS, RELATING TO FOOTBALL, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 37, 38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADCAPS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, BRACES, CLOTH BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.
OWNER OF U.S. REG. NO. 972,622.

SER. NO. 74-300,685, FILED 8-3-1992.

LINDA E. BLOHM, EXAMINING ATTORNEY



Int. Cl.: 41

Prior U.S. Cl.: 107

Reg. No. 1,899,292

United States Patent and Trademark Office Registered June 13, 1995

**SERVICE MARK
PRINCIPAL REGISTER**

LIONS

DETROIT LIONS, INC. (MICHIGAN CORPORATION)
1200 FEATHERSTONE ROAD
PONTIAC, MI 48507

FOR: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, IN CLASS 41 (U.S.
CL. 107).

FIRST USE 9-0-1934; IN COMMERCE
9-0-1934.
OWNER OF U.S. REG. NOS. 943,810 AND
972,622.

SER. NO. 74-528,080, FILED 5-20-1994.
CINDI GREENBAUM, EXAMINING ATTOR-
NEY

Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39 and 50

Reg. No. 2,692,088

United States Patent and Trademark Office

Registered Mar. 4, 2003

TRADEMARK
PRINCIPAL REGISTER

DETROIT LIONS

DETROIT LIONS, INC. (MICHIGAN CORPORATION)
1200 FEATHERSTONE ROAD
PONTIAC, MI 48507

FOR: POSTERS, CALENDARS, TRADING CARDS, SERIES OF BOOKS RELATING TO FOOTBALL, MAGAZINES RELATING TO FOOTBALL, NEWSLETTERS RELATING TO FOOTBALL, NOTE PADS, STICKERS, BUMPER STICKERS, CREDIT CARDS WITHOUT MAGNETIC CODING, NOTE PADS, PAPER PENNANTS AND GREETING CARDS; PRINTED TICKETS TO SPORTS GAMES AND EVENTS; NON-MAGNETICALLY CODED PREPAID PHONE CARDS, PENS AND PENCILS, PENCIL CASES, RUB ON DECORATIVE TRANSFERS, NOTE PAPER, PICTORIAL PRINTS, PICTURE POSTCARDS, ART PICTURES, STATIONERY, ENVELOPES, STATIONERY-TYPE PORTFOLIOS, PHOTO ALBUMS, SCRAPBOOK ALBUMS, RING BINDERS, CHECKBOOK COVERS, TISSUE PAPER, WRAPPING PAPER, PLAYING CARDS, PAPER TABLE CLOTHS, PAPER NAPKINS, PAPER PARTY HATS, PAPER PARTY INVITATIONS, PAPER GIFT CARDS; PAPER GIFT BAGS, PAPER GIFT BOXES, PAPER DECORATIONS, COLLECTIBLE CARDS; COLLECTIBLE CARD AND MEMORABILIA HOLDERS, SOUVENIR PROGRAMS FOR SPORTS EVENTS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, NAMELY, FLEECE TOPS AND BOTTOMS, CAPS, HEADWEAR, T-SHIRTS, SWEATSHIRTS, SHORTS, TANK TOPS, JEANS, SWEATERS, PANTS, JACKETS, TURTLENECKS, JUMPSUITS, GOLF SHIRTS, WOVEN SHIRTS, KNIT SHIRTS, JERSEYS, WRISTBANDS, WARM UP SUITS, SWIMWEAR, WIND RESISTANT JACKETS, RAINCOATS, PARKAS, PONCHOS, GLOVES, TIES, SUSPENDERS, CLOTH BIBS, SLEEPWEAR, NAMELY, ROBES, NIGHT SHIRTS AND PAJAMAS, MITTENS, KNIT HATS AND CAPS, SCARVES, APRONS, HEADBANDS, EAR MUFFS, UNDERWEAR, SNEAKERS AND SLIPPERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NOS. 943,810 AND 1,899,292.

SEC. 2(F).

SER. NO. 76-171,661, FILED 11-27-2000.

Dominick J. Salemi, Examining Attorney

Int. Cl.: 41

Prior U.S. Cl.: 107

Reg. No. 1,100,375

United States Patent and Trademark Office

Registered Aug. 22, 1978

10 Year Renewal

Renewal Term Begins Aug. 22, 1998

**SERVICE MARK
PRINCIPAL REGISTER**

PACKERS

GREEN BAY PACKERS, INC. (WISCONSIN CORPORATION)
1265 LOMBARDI AVE.
GREEN BAY, WI 54304

FOOTBALL GAMES AND EXHIBITIONS, IN CLASS 41 (U.S. CL. 107).
FIRST USE 1-21-1921; IN COMMERCE 1-21-1921.

FOR: ENTERTAINMENT SERVICES
IN THE FORM OF PROFESSIONAL

SER. NO. 73-154,475, FILED 1-6-1978.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Dec. 15, 1998.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

Reg. No. 1,107,558

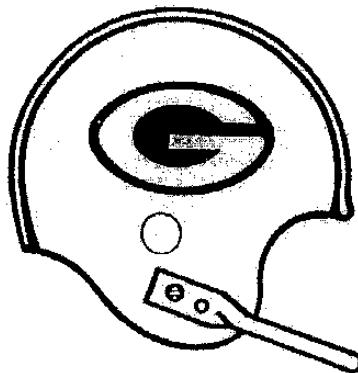
United States Patent and Trademark Office

Registered Nov. 28, 1978

10 Year Renewal

Renewal Term Begins Nov. 28, 1998

**SERVICE MARK
PRINCIPAL REGISTER**



GREEN BAY PACKERS, INC. (WISCONSIN CORPORATION)
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WITHOUT WAIVING ANY OF ITS COMMON LAW RIGHTS, APPLICANT DISCLAIMS THE REPRESENTATION OF THE FOOTBALL HELMET APART FROM THE MARK AS SHOWN.

FOR: ENTERTAINMENT SERVICES IN THE FORM OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, IN CLASS 41 (U.S. CL. 107).

FIRST USE 1-15-1960; IN COMMERCE 1-15-1960.

SER. NO. 73-154,476, FILED 1-6-1978.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Apr. 27, 1999.

COMMISSIONER OF PATENTS AND TRADEMARKS